

NBHA'S VISION: To improve the overall health and quality of life of all Americans by enhancing their bone health

Cast Mountain at AARP

In early October, the 2Million2Many campaign's Cast Mountain is making a trip to the AARP Life@50+ Expo in Atlanta. NBHA will have a presence at the meeting from Oct. 3-5, 2013 and has proactively pitched the campaign to many consumer media outlets in advance of the conference. With an estimated audience of up to 20,000 consumers, the meeting is a great opportunity for the 2Million2Many campaign to gain mass public exposure and Cast Mountain will help bring the toll of osteoporosis-related bone breaks to life for attendees.

From the Expo, NBHA representatives will promote the 2Million2Many campaign and other NBHA initiatives, including Fracture Prevention CENTRAL. Interested consumers will be asked to sign the 2Million2Many pledge and visit the 2Million2Many and NBHA websites to learn more about bone health and NBHA's role in the bone health community.

Here's a preview of the new 2Million2Many signage we'll debut at the AARP Life@50+ Expo.



WHO WE ARE - WHAT WE DO

The National Bone Health Alliance (NBHA) is a public-private partnership that brings together the expertise and resources of its member organizations to collectively: promote bone health and prevent disease; improve diagnosis and treatment of bone disease; and enhance bone research, surveillance and evaluation. NBHA's 46 member organizations, along with liaisons representing the Centers for Disease Control and Prevention, National Aeronautics and Space Administration, National Institutes of Health and the U.S. Food and Drug Administration, are working together to bring about a shared vision: to improve the overall health and quality of life of all Americans by enhancing their bone health.

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NBHA MEMBER UPDATE

We're pleased to announce that Break4Health and Marodyne recently joined NBHA as our 51st and 52nd organizational members. The full list of NBHA members is available at www.nbha.org/members.

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NBHA's Fracture Prevention CENTRAL Reaches 1,400 Subscribers in Six Months!

In March, the NBHA launched [Fracture Prevention CENTRAL](#), a resource to help healthcare professionals, payers and administrators develop and implement fracture prevention and care coordination programs. The free resource has attracted 1,400 subscribers since its launch.

Fracture Prevention CENTRAL includes case studies, best practices and resources to help sites establish and maintain a fracture liaison service program. With Fracture Prevention CENTRAL, NBHA collected the combined experience from a number of successful domestic and international post-fracture care programs in operation over the last 15 years and is offering it in one place to help additional sites take action to address the 80% fracture care gap that exists in the U.S. The post-fracture prevention and care coordination programs outlined in Fracture Prevention CENTRAL are modeled after successful programs that currently exist in the United States at the American Orthopaedic Association "Own the Bone" program (www.ownthebone.org), Kaiser Permanente, Geisinger Health System and the Department of Veterans Affairs, as well as internationally in the United Kingdom, Canada and elsewhere.

In conjunction with Fracture Prevention CENTRAL, NBHA is also sponsoring a free webinar series on this model of secondary fracture prevention. NBHA has already held four of the six Fracture Prevention CENTRAL webinars it is set to hold in 2013 and plans to hold two more before end of the year. All of the past webinars are now available [online for on-demand viewing](#).

Our goal to reach 2,000 subscribers by early 2014 is a big one – please help us reach this goal by signing up and helping spread the word! Access to the site is free and open to the public, but we do require you register for access by providing your name and email address. Please [contact us](#) if you have any trouble registering for access the site.

Save the Date

RARE BONE DISEASE WORKSHOP SEPTEMBER 19, 2014

NBHA will hold *Mechanistic and Therapeutic Insights into Skeletal Biology Learned from the Study of Rare Bone Diseases* on September 11, 2014 in Houston, TX. To maximize attendance, the workshop is taking place the day before the start of the 2014 American Society for Bone and Mineral Research (ASBMR) Annual Meeting. NBHA is coordinating the workshop in partnership with the Rare Bone Disease Patient Network and with support from ASBMR and the United States Bone and Joint Initiative (USBJI).

This workshop aims to:

1. Convene a multi-disciplinary group of experts including researchers, clinicians, and patients with rare bone diseases to advance our understanding of skeletal biology and encourage the development of novel therapies to improve outcomes for individuals with common and rare bone diseases;
2. Identify knowledge gaps regarding the biologic mechanisms underlying rare bone disorders and share effective research strategies in translational and therapeutic areas;
3. Attract broad participation both by taking place the day before the ASBMR 2014 Annual Meeting and providing funding for a significant number of young investigators to attend; and
4. Disseminate the results broadly by publishing the proceedings of the program in a peer-reviewed journal.

Visit the [NBHA website](#) for more information about this workshop, including the preliminary agenda.

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Media Planet supplement in *USA Today* features NBHA's 2Million2Many campaign

A "Golden Years" supplement published in the September 25th issue of *USA Today* features the NBHA 2Million2Many campaign's Cast Mountain and discusses the connection between bone breaks and osteoporosis. The piece also provides information on ways to promote and enhance bone health. Visit [Media Planet](#) to read the full supplement.

Portable screen with cast mountain image available for use at national meetings!

To make it easier to bring Cast Mountain to your national meetings and events, NBHA now has a portable 8 X 8 screen image of the 2Million2Many campaign's visual centerpiece available for its members. The screen fits perfectly in a standard sized 10X10 booth, is easy to transport in a 50-pound carrying case, and only takes a few minutes to assemble. If you would like to display this version of Cast Mountain at an upcoming meeting or event to raise public awareness for the toll of osteoporosis in the U.S, please let us know. We'll ship it to you at our cost. Please email [Katie Stevenson](#) for more information.

NBHA Executive Director Presents at Second Fragility Fracture Network Global Congress

David Lee, NBHA Executive Director, presented on NBHA and its fracture prevention work, including Fracture Prevention CENTRAL, on August 30 in Berlin during a special workshop on global secondary fracture prevention at the [Second Fragility Fracture Network Global Congress](#).

NBHA article published in *Current Osteoporosis Reports*

An article reviewing the NBHA model and its major initiatives, "National Bone Health Alliance: An Innovative Public-Private Partnership Improving America's Bone Health," was published online and in the September issue of [Current Osteoporosis Reports](#).

NBHA WELCOMES WALLACE, STEVENSON

In July 2013, NBHA welcomed **Taylor C. Wallace, PhD, FACN**, as Senior Director, Scientific and Clinical Programs. Dr. Wallace is responsible for leading NBHA's scientific efforts, in areas such as bone turnover markers, rare bone diseases, and the clinical diagnosis of osteoporosis. Over the course of his career, he has produced more than 20 peer-reviewed publications and book chapters and is the editor of *Anthocyanins in Health and Disease and Dietary Supplements in Health Promotion*.

In June 2013, NBHA welcomed **Katie Stevenson, MS** as NBHA Manager of Membership and Strategic Partnerships. Ms. Stevenson supports all NBHA project areas, with a specific focus on maintaining and building NBHA's membership, as well as helping to manage the organization's media efforts. Before joining NBHA, Ms. Stevenson served for three years as the senior manager, communications, at the Council for Responsible Nutrition (CRN), a D.C.-based trade association representing manufacturers and raw ingredient suppliers of dietary supplements. Prior to her time with CRN, Ms. Stevenson worked as a reporter at "The Tan Sheet," an Elsevier-owned trade publication that covers the dietary supplement and over-the-counter drug regulatory arenas. Her background also includes working in the press office of Sen. Kent Conrad (D-North Dakota) as well as reporting for several daily newspapers, including Ohio's *The Columbus Dispatch*. She holds an MS in journalism from Boston University and a B.A. in communications from Quinnipiac University.



GET SOCIAL WITH NBHA!

We're ramping up our social media efforts! If you don't already, please like us on [Facebook](#) and follow us on [Twitter](#) to keep up with the latest NBHA news and activities.