

## **CALIFORNIA RAISES OSTEOPOROSIS AWARENESS THROUGH PERSONAL STORIES**

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*A new book shares the challenges of men, women and children who live with the condition*

### **Public Health Problem**

- Osteoporosis is a preventable, treatable condition that affects at least 5 million Californians and costs the state's economy more than \$2.4 billion a year in direct healthcare costs.
- Osteoporosis affects all age groups, genders and races although many people believe that only post-menopausal women get osteoporosis.
- Most people don't know they have osteoporosis until they break a bone.

### **Program**

- The California Osteoporosis Prevention and Education Program, part of the California Department of Health Services, funded Faces of Osteoporosis, a book documenting the stories of people living with this chronic condition.
- Author Amelia Davis relates inspirational stories with photos of men, women and children of all ages and ethnicities who are meeting the challenges of osteoporosis.
- The book educates readers on treatment options such as medication, diet and exercise.
- The California Osteoporosis Prevention and Education Program partners with the University of California, San Francisco and the Foundation for Osteoporosis Research and Education to publicize the book and its key health education messages.
- A media event featured Elaine Alquist, a California state legislator who authored Assembly Bill 161 establishing California's osteoporosis program.

### **Impact**

- The California Osteoporosis Prevention and Education Program developed this book project as a way to implement strategies from the *California's Action Plan to Prevent Osteoporosis*, a document describing the steps California must take to tackle the growing public health problem of osteoporosis.
- Faces of Osteoporosis received the Silver Award for Excellence in Public Health Communication at the 2006 National Public Health Information Coalition meeting.
- "After reading this book, you will no longer see osteoporosis in the face of a stooped, older woman who walks with a cane. These profiles of osteoporosis are a compelling reminder that osteoporosis can affect anyone," says Senator Elaine Alquist.

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