

**EXERCISE**



**FUN FACT:**  
90% of bone density is  
formed by 20yrs of age



**NUTRITION**



Exercise at least 2.5hrs per week to  
include weight bearing activities



Eat a balanced diet



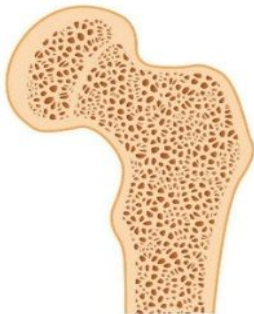
Make calcium a pre-  
requisite in your daily diet



You live once, if you do it well once is enough



**CALCIUM**



Healthy bone



Osteoporosis

**Harsh Reality:**  
At 50 yrs.,  
1 in 3 women  
1 in 5 men  
Will receive  
fractures due to  
osteoporosis

**REAP WHAT YOU SEW  
TO AVOID THE ONSET OF  
OSTEO**

**HEALTHY HABITS**

## **“REAP WHAT YOU SEW AND AVOID THE ONSET OF OSTEO”**

This campaign aims to create awareness and intervene in the education of bone health directly correlating to the effects of osteoporosis in the wider community. Osteoporosis is a chronic disease that impacts the lives and general quality of life to the vast population living over the age of 50 years. Approximately 1 in 3 women and 1 in 5 men will develop osteoporosis after the age of 50, approx. 80% of individuals over 70 have the disease and it is estimated that approx. 1.2 million people have osteoporosis in Australia, information extracted from a 2018 report [1]. Even more alarming is the number of fracture related injuries directly resulting from the disease that occur.

There is no known cure for osteoporosis, however with intervention the severity can be toned down. The government costs relating to this disease is estimated to be in the millions yearly, so there is much needed to be done to educate the population about the disease.

This campaign will team up with [healthybonesaustralia.org.au](http://healthybonesaustralia.org.au), the target group will be schools via newsletter print which will inform children and adolescence about the importance of bone growth and bone density from a young age. Many parents would be unaware that the majority of bone development (approx. 90%) happens by age 20 and therefore by providing this information it highlights the importance on how this factor is at such a crucial time in bone development, hence the name of the campaign being, “Reap what you sew”, with relation to building healthy bones from a young age when its most effective. Partnering up with Healthy Bones Australia is also a way for individuals to learn and educate themselves about the disease and what can be done to assess their current bone density. The upside to targeting schools in the form of inserting an education tool into the newsletter means that not only will students benefit from reading and understanding about osteoporosis, but parents will also gain insight into knowing they also can personally reduce their own onset/risk factors that contribute to osteoporosis.

The campaign is an educative tool with a catchy tagline, it highlights 4 main points that provide the target audience the tools to lead a lifestyle that best combats osteoporosis. These 4 main areas involved in the campaign.

- 1/ 2.5 hours of exercise per week to include weight bearing activities
- 2/ A well balanced diet
- 3/ The importance of incorporating calcium into the diet daily
- 4/ A reminder that life is short, and, in every aspect, you really do reap what you sew

It would be an expectation that Healthy Bones Australia would utilize the \$5000 to be spent across the use of their ambassadors, media outlets and aligned networks to push the campaign into effective mainstream areas to promote osteoporosis awareness. The benefit of this campaign is the target group is vast, but not limited to any clearly defined age because of the complexity of the disease. With intervention many age groups can use this information to lead a healthy lifestyle to not be limited by the constraints that osteoporosis places on them. The campaign also appeals to the positive impact of regular physical activity and a balanced diet which is essential for any individual. As a sports scientist any campaign that promotes a non-sedentary lifestyle is a positive one and likely to hit the intended target.

## **REFERENCES**

[1] Geelong Osteoporosis Study, Henry MJ, Pasco JA, Nicholson GC, Kotowicz MA. Prevalence of osteoporosis in Australian men and women: Geelong Osteoporosis study. *Med J Aust.* 2011;195(6):321-2