Healthy Bones Australia Activity Report

2017-current (as at 30 June 2024) and Additional Related Activity

HEALTHY BONES AUSTRALIA | Protect Build Support

Healthy Bones Australia (formerly Osteoporosis Australia) is a national not for profit organisation representing over **6 million Australians with poor bone health**.

The organisation aims to:

Protect bone health in the community

Build stronger bones in adults at-risk

Support people living with osteoporosis

Osteoporosis leads to unwanted fractures, **over 183,000 fractures annually** which have a big impact on the individual, their family or carer and the healthcare system.

Annual fracture costs of $2.9B which accounts for up to 67% of the overall cost of the disease.

The focus is on **prevention, early diagnosis and improved management** to reduce the impact of this **chronic disease**.

This can be achieved through targeted national programs and ongoing advocacy to ensure bone health remains a priority area within general health.

1. Public Hospital Refracture Prevention Services: Assessment and Audit Report (2017-2018)
2. National Strategic Action Plan for Osteoporosis (2018-2022)
3. Public Health and Chronic Disease Program – Osteoporosis Social Awareness
   Activity ID: 4-D7DLHYJ (2020-2022)
4. MRFF Emerging Priorities and Consumer Driven Research Grant EPCD000017
   Primary Care Fracture Liaison (PCFLS) Pilot Project (2020-2024)
5. Public Health and Chronic Disease Program – Osteoporosis – Education and Prevention
   4-GYT8KEP (2022-2024)
6. Non-Funded Community Awareness Activity – Relating to National Action Plan
7. Activity Related to National Action Plan – Administered by Other Organisations

1 Public Hospital Refracture Prevention Services: Assessment and Audit Report (2017-2018)

FUNDING – Department of Health, Partners, In-Kind

INITIATIVE	OUTCOMES	POTENTIAL IMPACT	STATUS
Assess the efficiency, quality and effectiveness of existing re-fracture prevention services. Review and audit several metropolitan, regional and rural/remote Fracture Liaison Services (FLS) hospital sites across NSW to understand their implementation against local/ international best practice models. Recommend an evidence-based model and cost-effective approach for a national, sustainable and integrated refracture service across the Australian healthcare system.	A Final Report and a set of key recommendations was produced and submitted to the Department as a result of the comprehensive analysis of data collected from the audit and assessment process. Data was collected from 8 metro, rural and regional FLS hospital sites across NSW and from surveys and interviews with 147 GPs who had followed-up patients with minimal trauma fractures (MTF) attending these FLSs.	• Clearer understanding of the status and gaps in current FLS services and processes that may result in patients not being optimally managed to prevent refracture. • Consistent level of recommendations for global best practice, including improvements to enhance the quality and number of Type A (best practice) FLSs across Australia to 100 metropolitan, regional and semi-rural hospital sites. This is expected to increase the capture of MTFs to 80% from the current baseline of 20-50%. If implemented, the potential cost savings to the Australian Healthcare system are estimated to be around $240-360 million as a result of 20,000-30,000 fractures being averted over 2-3 years. • Some recommendations have been implemented by the NSW Agency of Clinical Innovation (ACI) with other States/Territories at variable status.	**GREEN – Complete**

2 National Strategic Action Plan for Osteoporosis (2018-2022)

FUNDING – Department of Health

INITIATIVE	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Develop a National Action Plan (the Plan) to provide an evidence-based road map to guide national efforts on key priorities, focus areas and specific actions/projects to improve osteoporosis diagnosis, prevention, treatment, management and care in Australia. Develop the Plan with the expertise and input of members of a National Action Plan Stakeholder Group and Working Committees representing key individuals, stakeholder groups and those living with osteoporosis; as well as a broad range of targeted consultations/ surveys with consumers, health professionals, researchers, policy makers and health service providers.	Priority areas for action for osteoporosis were identified following extensive and ongoing collaboration with the National Action Plan Stakeholder Group and Working Committees, including conducting a National Roundtable, and a broad range of targeted consultations/surveys and workshops with consumers, health professionals, clinicians, researchers, policy makers and health service providers. **Three key priority areas** were identified with related specific actions, activities and initiatives/projects to be implemented: • Awareness and education with a focus on prevention; • Improved diagnosis, management and care; • Data collection, monitoring and strategic research. The Plan and companion documents (Overview of the Evidence and Current Initiatives) were produced, launched and widely disseminated.	90% of the Plans' specific actions, activities and initiatives/projects identified for each of the three key priority areas have been or are being implemented as the result of successful grants received from the Department of Health's Public Health and Chronic Disease Program and the MRFF's Emerging Priorities and Consumer Driven Research Grant opportunity (refer to below). The priority initiative to enhance and expand secondary fracture prevention across Australia by integrating a best practice FLS model of care in 100 public hospitals has been delayed due to the change in State and Federal priorities during the COVID-19 pandemic.	**GREEN – Complete**

3 Public Health and Chronic Disease Program – Osteoporosis Social Awareness – Activity ID: 4-D7DLHYJ (2020-2022)

FUNDING – Department of Health, 1 January 2020 – 31 December 2022

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
New name and Healthy Bones Australia website	Healthy Bones Australia's new name and website **www.healthybonesaustralia.org.au** was publicly announced and launched on 9th February 2021 as part of an integrated promotional campaign with the following key outcomes: • New organisation name/logo developed and national website completed. Website content updated and evidence-based and site fully mobile optimised. New sections include 'Find a Service' by postcode for Bone Density Testing and Hospital Fracture Prevention Clinics, Resource Hub (for fact sheets, youth hub and patient/expert videos) and ***Know Your Bones*** self-assessment featured on homepage; • A national digital media kit was developed for launch – National Media Release, spokespeople profiles (medical experts and patient advocates) and a backgrounder on osteoporosis and bone health; • Despite the challenging media landscape due to ongoing COVID-19 news, more than 530 stories were generated across TV news, radio coverage, local print and other healthcare publications (including RACGP News bulletin and Pharmacy Guild of Australia ITK online magazine).	Usage for HBA's new website continues to be strong since its launch in February 2021.Relevant impact analytics (as at 30th June 2023) include: • 641,215 page views; • 357,279 sessions; • Substantial 71% are new users; • High level organic searches, indicating the subject matter is of interest; • high level (69%) of desktop device use and 27% mobile use; • New fact sheets section and information about risk factors ranked in top 10 pages visits; • 12,300 referrals to Know Your Bones sub-website from HBA's homepage with over 100,000 self-assessment completions; • Over 4,079 page views on the newly introduced services 'Search' section; • 3,763 consumers registered via website to receive e-news updates; • Strong usage across State/Territories:	**GREEN – Complete**

Location Australia	%
New South Wales	32.67%
Victoria	25.28%
Queensland	20.88%
South Australia	8.23%
Western Australia	8.20%
Australian Capital Territory	2.62%
Tasmania	1.68%
Northern Territory	0.34%
(not set)	0.10%

Public Health and Chronic Disease Program – Osteoporosis Social Awareness – Activity ID: 4-D7DLHYJ (2020-2022) *cont.*

FUNDING – Department of Health, 1 January 2020 – 31 December 2022

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
National Consumer and Community Forum and Position Statement	Due to COVID 19 restrictions, the National Consumer and Community Forum was conducted (November 2021) as a fully virtual/livestream event. The Forum's 48 participants from around Australia represented patients living with osteoporosis, GPs, specialist groups, hospital clinicians, national/state policy makers, professional associations/health organisations, community/support groups and bone health-related organisations. The Forum focused on issues and challenges facing the healthcare system and people living with osteoporosis and identified clear solutions/actions to address existing barriers. The Forum included: • A range of patient stories/reflections personally told including the less common osteoporosis in younger adult populations; • Expert panels providing insights from GPs/specialist groups/hospitals and the broader community; and • 4 workshops that collectively identified areas for improvement/prioritising. A key outcome of this Forum was the development and endorsement (by all participating Forum individuals and 13 key bone health related organisations) of the National Community and Consumer Position Statement on Improving Bone Health and Osteoporosis Management in Australia. This Statement identified four key priority areas with specific actions and messaging around each of these: • Increase Community Awareness and Education • Improve Risk factor Identification and Diagnosis • Improve First Fracture Identification and Management • Enhance Bone Health Strategic Engagement and Advocacy. The Statement was widely disseminated and also appeared in the online Medical Journal Australia Insights newsletter, circulation > 27,000 with over 390,000 page views/month. An MJA opinion piece was also published on the Forum's findings and its key recommendations.	HBA overcame COVID-19 restrictions to conduct a successful, national, virtual Forum with multiple key stakeholder organisations and individuals to identify and agree on priority actions to improve bone health and osteoporosis management nationally. The Position Statement's 4 key priorities and recommended actions are providing a common agenda for HBA and its partners to work collaboratively in identified areas, and with target populations, to improve bone health outcomes nationally. A recent example is the development of an aged care pilot program, working with multiple stakeholders to improve bone health outcomes in the aged care sector.	**GREEN – Complete**

Public Health and Chronic Disease Program – Osteoporosis Social Awareness – Activity ID: 4-D7DLHYJ (2020-2022) *cont.*

FUNDING – Department of Health, 1 January 2020 – 31 December 2022

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
National Community Based Seminars Program	An Expert Working Group and Terms of Reference was established to help develop the Seminars Program. The Working Group included patient advocates (covering a range of age and different diagnoses), GPs and clinicians including from HBA's Medical and Scientific Committee. ***A National Community Seminar Program's Training, Resources and Presentation Kit*** was produced which included: • A Presenter's Guide; • An Online Presenters Knowledge Test; • An Internal Protocol document to assist with the selection of volunteer presenters; • A Bone Health and Our Community Presentation Slide Kit, covering background information and key consumer topics; • A Participant Evaluation Form; and • Consumer handouts for participants. Due to COVID-19 restrictions, the original face-to-face seminar approach was changed to a national live stream event held on 11th April 2022 with 1,079 participants (Metropolitan: 64%, Regional: 18%, Rural: 18%).	The online Seminar achieved excellent national consumer reach and awareness. The potential impact of this includes: improved broader national community awareness and understanding of the risk factors for poor bone health, and how to best manage and improve bone health; and participants empowered to inform/educate family, friends and others as potential advocates for better bone health. In addition website links for further information clearly incorporated for consumer access. The slide kit is now available for use in the community and HBA's call centre HELPLINE team utilise it also to support them with consistent messaging and information.	**GREEN – Complete**

Public Health and Chronic Disease Program – Osteoporosis Social Awareness – Activity ID: 4-D7DLHYJ (2020-2022) *cont.*

FUNDING – Department of Health, 1 January 2020 – 31 December 2022

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Policy and Stakeholder Partnerships Program	An external stakeholder mapping exercise was conducted focusing on the Strategic Plan's three key priority areas and aligned activities. Stakeholder engagement across these priorities and funded activities has provided multiple outcomes including: • Closer involvement of 16 bone health related organisations and 32 individuals for the National Consumer and Community Forum and subsequent production and promotion of its Position Statement; • Development and several reviews of HBA's Position Statement on the Management of Osteoporosis for GPs (refer to Attachment 3) with the input of 24 individual clinicians and relevant Universities/MRIs; • A large number of new organisational linkages integrated into new HBA website; • Stronger effective alliances created around key priority issues including Fracture Liaison Services (FLS), primary health (RACGP/GPs/ Primary Health Networks) and prioritised allied health education; • Improved development of joint bone health content and research grant opportunities including with Jean Hailes, Garvan Institute of Medical Research, Research Australia, Pain Australia, Coeliac Australia and Prostate Cancer Foundation; • Enhanced government and corporate related bone health information partnerships including with Health Direct, NSW Health (Agency for Clinical Innovation), National Prescribing Service, National Consumer Health Forum.	Key policy and stakeholder partnerships for bone health across Australia have been strengthened, increasing expert input into HBA initiatives and boosting the reach of bone health awareness and messaging. Successful involvement and collaboration with other priority bone health related organisations has included Coeliac Australia, Pain Australia, the Breast Cancer Foundation, the Prostate Cancer Foundation, the Jean Hailes Foundation and the Australia and New Zealand Bone and Mineral Society. HBA also continues to maintain effective cross-Tasman relationships with Bone Health NZ, and the Australia and New Zealand Hip Fracture Registry.	**GREEN – Complete**

Public Health and Chronic Disease Program – Osteoporosis Social Awareness – Activity ID: 4-D7DLHYJ (2020-2022) *cont.*

FUNDING – Department of Health, 1 January 2020 – 31 December 2022

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
New online training and resources for practice nurses and pharmacists	New evidence-based educational content and resources were developed for practice nurses and pharmacists and accredited by the professional associations (Australian Primary Healthcare Nurses Association – APNA and the Australian Pharmacy Council – APC). The new content and resources were uploaded on HBA's new online training hub www.hbaboneacademy.org.au known as 'Bone Academy.' The modules are fully integrated into the online eLearning platform to provide easy access for busy allied health professionals and allow flexibility to complete them over 6 months. On completion of a course a certificate is provided by the relevant professional association. Initial uptake of this online education was below expectation due to in part to the extraordinary health landscape in 2020 with COVID-19 and restricted promotional opportunities. Additional health professional groups to be targeted have been identified including physiotherapists and exercise physiologists as these healthcare professionals directly work with fracture patients and older adults. ESSA Accredited Education for these professional groups has been linked to www.hbaboneacademy.org.au providing extra health professional education resources beyond the scope of this project. Importantly, this education and training was selected on the basis of evidence-based Australian published data.	Improved bone health outcomes from increased national access for key allied health care professional groups to current evidence-based content and resources, including training/education to better support them and their patients in improving and managing their bone health.	**GREEN – Complete**

Public Health and Chronic Disease Program – Osteoporosis Social Awareness – Activity ID: 4-D7DLHYJ (2020-2022) *cont.*

FUNDING – Department of Health, 1 January 2020 – 31 December 2022

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
GP CPD Accredited Online Educational Module and Position Statement on the Management of Osteoporosis	HBA's National Position Statement on Osteoporosis Management for GPs was reviewed and updated completely by 2 editions to reflect new evidence and new restricted medications. This Statement was promoted on the Health Care Professional (HCP) Resource Section of the new HBA website and distributed nationally to around 4,700 GP practice locations representing a potential reach of 20,500 GPs. A new evidence-based GP education module was developed in partnership with the online GP education portal ThinkGP. This module was accredited for 2 RACGP points / 1 ACRRM hour and made fully accessible from July 2021 until end of September 2022. The 1-hour module includes multiple patient case studies and was based on RACGP national guidelines, and HBA's newly updated National Position Statement on the Management of Osteoporosis for GPs. The new module was promoted nationally to GPs via ThinkGP, Reed Medical, HBA's website (GP section), HBA's GP Magazine *Osteoblast* (16,000 distribution) and through national conferences including *2022 General Practitioner Continuing Education* (GPCE) held in Sydney on 28th May and the *2022 Healthed's Women and Children's GP Conference* held in Brisbane on 4th June. Over this promotion period, 1041 healthcare professionals enrolled in the online module with 777 (74.6%) successfully completing the module. Of these, 692 (89%) completed an evaluation component with positive feedback received.	Improved bone health outcomes from increasing national GP access to CDP-accredited, evidence-based educational resources and training to better support them and their patients in improving and managing their bone health.	**GREEN**

Public Health and Chronic Disease Program – Osteoporosis Social Awareness – Activity ID: 4-D7DLHYJ (2020-2022) *cont.*

FUNDING – Department of Health, 1 January 2020 – 31 December 2022

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Updated RACGP and HBA's National Osteoporosis prevention, diagnosis and management in post-menopausal women and men over 50 years of age	The 2nd edition of the clinical guideline ***Osteoporosis prevention, diagnosis and management in post-menopausal women and men over 50 years of age***, has been reviewed using best practice guideline development principles and NHMRC grading of evidence. Several areas of bone health and osteoporosis management have evolved significantly since this edition, and new key sections and information have been added to the Guidelines as a result of the National Osteoporosis Guidelines Committee's comprehensive review and input, and with RACGP's endorsement, including: **1** An updated, simpler title to better reflect a focus on bone health and fracture prevention for post-menopausal women and men over 50 years of age; **2** Clearer recommendations for GPs regarding the use of risk assessment tools particularly FRAX for screening; **3** Clarification of the importance of calcium, vitamin D and protein status including a new recommendation around sun exposure; **4** New sections on case-finding and definition of 'imminent' or 'very high risk' fracture patients; **5** Removal of strontium as a therapy and addition of romosozumab; **6** Updated recommendations on delayed dental healing and patients undergoing androgen deprivation therapy for prostate cancer or aromatase inhibitor therapy for breast cancer; **7** An updated Osteoporosis Risk Assessment, Diagnosis and Management recommendation for post-menopausal woman and men aged ≥50 years flowchart; **8** **43 new and updated recommendations** graded from A to D according to the existing NHMRC Guideline review process and evidence levels system. **National GP Guidelines third edition released by RACGP and HBA March 2024, including summary flowchart. HBA promotion and dissemination is underway**	Delivering these new revised RACGP guidelines with a series of clear, evidence-based recommendations, content and statements across key topics constituting best practice in the identification, diagnosis, prevention, treatment and management of osteoporosis in patients over 50 years of age with poor bone health for Australia's GPs will ensure: • National dissemination to all GPs via multiple channels; • Focus on prevention including the use of new fracture risk tools to improve case handling; • Use of new treatment options; • Greater uptake of bone density testing in at risk patients.	**GREEN**

4 MRFF Emerging Priorities and Consumer Driven Research Grant EPCD000017 – Primary Care Fracture Liaison (PCFLS) Pilot Project (2020-24)

FUNDING – Department of Health, 30 June 2021 – 31 December 2024

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
The National Strategic Action Plan for Osteoporosis prioritised piloting an integrated national approach for secondary fracture prevention in primary care. The PCFLS Pilot Project (this Project) aims to address research questions concerning limited evidence on the effectiveness and benefits to Australians with osteoporosis / osteopenia and fractures, and the healthcare system, of integrating an FLS function in primary care settings/GP practices to improve identification, diagnosis and management of patients with poor bone health. Over 2 years, this Project will evaluate the establishment of FLS coordinators and an IT platform in a cohort of GP sites (Tranches 1 & 2) by collecting and analysing real-time data of patient (>60 years) management practices and outcomes.	Tranche 1 of the Pilot targeting NSW, Victoria and Tasmania is complete with the following key outcomes: • 25 GP practices (35 GPs) engaged (75% in metro/13% regional/12% rural settings); • 704 patients reviewed with 90% having at least 1 risk factor for osteoporosis, 60% then referred to DXA and 24% referred for spinal X-ray which resulted in 136 eligible patients with osteoporosis; • 79/136 eligible patients (58%) placed on treatment. Tranche 2 targeting regional QLD, metro SA and ACT will be completed in September 2023 with the following interim outcomes: • 28 GP practices (31 GPs) engaged; • So far, 521 patients reviewed with 82% having at least 1 risk factor for osteoporosis, 63% then referred to DXA and 29% referred for spinal X-ray which resulted in 41 eligible patients with osteoporosis; • 19/41 patients (46%) placed on treatment. GP/practice recruitment has exceeded the combined target of 50 GPs for both Tranches 1 & 2, with a total of 66 GPs across 53 practices recruited. A total of 1,225 patients (>60 years) have attended bone health assessments across Tranches 1 & 2, which is 225 patients more than targeted, and of patients identified with osteoporosis in Tranche 1, 58% have commenced on treatment which is higher than the 50% target set for the Pilot.	This Pilot aims to achieve an increase in the identification, diagnosis and management of people > 60 years with poor bone health, and those not being optimally managed for fragility fractures, with the establishment of an integrated FLS coordinator function in participating GP Practices. As a result of improved processes, protocols and infrastructure, including technology support systems, the rate of diagnosis within the Pilot cohort is expected to be no less than 50% of assessed patients, with implementation of appropriate pharmaceutical treatments expected to increase from the current baseline of 20-30% to 50-60%. Preliminary findings indicate that establishment of a PCFLS will improve identification, diagnosis and management of people with, or at risk of osteoporosis/poor bone health in primary care, reducing the risk of fragility fractures in this cohort (> 60 years). Up to 90% of patients identified in the Pilot to date have one or more risk factors for osteoporosis/poor bone health which is in line with current evidence that 70-80% of people with poor bone health/osteoporosis are undiagnosed and untreated. Of the patients identified with osteoporosis in Tranche 1, 58% commenced treatment which is twice the current rate of treatment of 20-30% of people identified with osteoporosis. Furthermore, preliminary calculations on fracture avoidance for this cohort based on these preliminary outcomes indicates a cost avoidance of $2.5-3 million.	**GREEN – On Track**

5 Public Health and Chronic Disease Program – Osteoporosis – Education and Prevention – 4-GYT8KEP (2022-2024)

FUNDING – Department of Health, 1 June 2022 – 28 August 2024

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Overview of grant This project has two streams of activities: **1** Improve awareness and knowledge of bone health and osteoporosis among priority population groups including over 50's, Aboriginal and Torres Strait Islander people, people from Culturally and Linguistically Diverse (CALD) background and people living in rural and remote areas. **2** Improve Allied Health Professional access to bone health and osteoporosis education and resources, with a focus on practice nurses, physiotherapists and exercise physiologists.	A wide range of key stakeholders has been identified and engaged to collaborate with HBA to deliver the project's activities. Additional outcomes are listed below against each of the activities of the project.	This project is expected to improve the wellbeing of people with osteoporosis by increasing community awareness and understanding of the importance of bone health and osteoporosis, including its risk factors and prevention, in priority population groups. Improved access to bone health and osteoporosis education and resources for allied health professionals is expected to improve management and health outcomes for people with poor bone health/osteoporosis. Improved bone health and osteoporosis management is expected to reduce osteoporosis-related fractures which currently cost the healthcare system an estimated $2 billion a year.	**GREEN – On Track**
Priority population Deliver appropriate resources and campaigns tailored to culturally and linguistically diverse (CALD) groups to increase awareness and understand the importance of bone health and osteoporosis.	In collaboration with medical experts, consumers and representatives of multicultural organisations and service providers HBA has developed new resources for the CALD community. This includes consumer resources 'Bone Health Explained' and 'Calcium Content in Foods.' These have been translated into Arabic, Vietnamese, Greek, Italian, Punjabi, Chinese (Traditional and Simplified) Korean and Spanish. In addition, consumer videos in Traditional and Simplified Chinese and Vietnamese (subtitled) were developed in partnership with the Garvan Institute and Western Sydney University. These resources were widely promoted to CALD communities via local community contacts, in-language media and government multicultural health directories. Printed copies were supplied to multiple GP practices located within particular CALD communities and promoted at GP conferences in capital cities.	Close information gap by providing new awareness of bone health/ osteoporosis information in CALD populations.	**GREEN – On Track**

5 Public Health and Chronic Disease Program – Osteoporosis – Education and Prevention – 4-GYT8KEP (2022-2024) *cont.*

FUNDING – Department of Health, 1 June 2022 – 28 August 2024

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Priority population Increase access to resources improving awareness and understanding of bone health and osteoporosis for people living in rural and remote areas.	A mobile risk factor testing plan for osteoporosis in rural and remote areas has been developed and was implemented from July 2023. The MeasureUp – Bone Bus Mobile Bone Density Testing service was engaged and delivered mobile testing in 15 target sites across rural and remote areas of Australia. This resulted in nearly 2,000 tests being conducted and 75% of consumers identified with poor bone health. A consumer awareness campaign using multiple platforms including digital, print, promotional events and media was run concurrently in 31 regional communities across all States and the Northern Territory. The campaign focussed on the online self-assessment tool ***Know Your Bones (KYB)*** to review risk factors for poor bone health. Relevant national and regional stakeholders and partners were engaged for promotion and awareness-raising, including Rural GP and Rural Nurse Networks, Australian Men's Sheds Association, Country Women's Association, Fracture Liaison Services in rural areas and The Australian Primary Health Care Nurses Association (APNA). HBA also participated in the Regional Nurses and Doctors Conference (November 2023) as part of Rural Health Month.	Improved awareness and understanding of bone health and osteoporosis for people living in rural and remote areas, through increased access to targeted awareness-raising campaigns and consumer information resources. Increased diagnosis of osteoporosis and referral to appropriate health care providers for people in targeted rural and remote areas, through the delivery of a mobile bone density testing service in at least 9 target sites across Australia. This is expected to increase the number of people appropriately treated for osteoporosis, reducing their risk of fragility fractures.	**GREEN – On Track**
Priority population Deliver and disseminate culturally appropriate resources and campaigns tailored for Aboriginal and Torres Strait Islander Peoples.	HBA partnered with relevant agencies, including Tonic Health Media (Aboriginal Health TV) Studio Gilay (a First Nations production agency), NACCHO and indigenous consultants, to develop culturally appropriate resources. Aboriginal and Torres Strait Islander representatives of the service provider groups were engaged to ensure that the content was culturally appropriate. National resources included: • Risk factor health message (animated video) developed and aired by Aboriginal Health TV service across 163 Aboriginal Community Controlled Health Centres • Dedicated ASTI section within HBA website including cultural design (and links to other chronic disease resources) • Risk Factor handout (via website, NACCHO conference) • Bone Health Guide for healthcare workers	Close information gap by providing bone health prevention message and targeted resources for Aboriginal and Torres Strait Islander communities.	**GREEN – On Track**

5 Public Health and Chronic Disease Program – Osteoporosis – Education and Prevention – 4-GYT8KEP (2022-2024) *cont.*

FUNDING – Department of Health, 1 June 2022 – 28 August 2024

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Priority population Deliver appropriate resources and targeted campaigns tailored to over-50s to increase awareness and understanding of the importance of bone health and osteoporosis.	An over 50's awareness campaign to encourage people to undertake the ***Know Your Bones (KYB)*** online bone health assessment is underway. The campaign has featured prominent promotion of the ***KYB*** tool, featuring the ***KYB*** ambassadors Michelle Bridges and Sally Pearson OAM. Key promotions included February and May (2023) and July 2024 issues of Australian Women's Weekly, the highest circulation women's magazine (print readership over 1.2 million, with 40% aged over 50 years). As well as targeted digital promotions and use of other prominent publications such as Prevention Magazine and targeted Facebook advertising. The ***Community Risk Report***, Third Edition (2023), was launched at Parliament House Canberra, in lead up to World Osteoporosis Day. The event hosted by Parliamentary Friends of Aged Care included consumer advocates, federal MPs, medical experts and special guest Sally Pearson OAM. The national report presented de-identified data from 104k completions of the Know Your Bones self-assessment and identified care gaps for action. In addition, a Pharmacy Pilot Program was conducted at 25 sites (2024). This included in-store kiosk offering Know Your Bones self-assessment to consumers and consumer resources to support bone health education and awareness.	Expand awareness among over-50's about their bone health through promotion and access to the KYB online bone health assessment tool. As the KYB tool encourages people to discuss their bone health assessment results with their doctor, increased access to KYB is expected to increase diagnosis rates and improve prevention and treatment rates for osteoporosis.	**GREEN – On Track**
Healthcare professionals Improve access to effective self-management consumer resources and professional education for physiotherapists and exercise physiologists.	A joint evidence-based position statement on Prescription of Exercise to support Management of Osteoporosis for Physiotherapists and Exercise Physiologists was released in February 2024. The statement summarises principles of osteogenic loading and translation into clinical practice. It includes recommendations on exercise prescription and reviews special considerations (other medical/physical limitations). It was developed by a National Working Group, Advisory Committee experts and consumers and following a National Roundtable (2023). Delegates included allied health professionals with expertise in bone health, researchers, and consumer and medical experts from around Australia. National promotion and dissemination of the statement to health professional is underway including ESSA and APA publications and conferences.	The development of a joint evidence-based Position Statement on the priorities and role of exercise for bone health/osteoporosis, for physiotherapists and exercise physiologists, will improve consistency and quality of messaging for people with osteoporosis by this group of frontline health professionals.	**GREEN – On Track**

5 Public Health and Chronic Disease Program – Osteoporosis – Education and Prevention – 4-GYT8KEP (2022-2024) *cont.*

FUNDING – Department of Health, 1 June 2022 – 28 August 2024

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Healthcare professionals Improve access to effective self-management resources and education for Practice Nurses.	The Bone health education course for practice nurses on HBA's Bone Academy educational platform has been reviewed, updated and re-accredited by the Australian Primary Health Care Nurses Association (APNA). The course is being promoted through APNA multiple channels, including promotion in APNA digital EDMs, Primary Times (member magazine) editorial and placements, APNA website, APNA National Conference in Perth (July 2023) and Adelaide (July 2024), and Nursing Australia podcast.	Nurses in private GP practices can play a major role in identifying, and supporting education and management of, people with poor bone health/osteoporosis, leading to better health outcomes and reduced fragility fractures and refractures in this cohort. This activity will support practice nurses to deliver up-to-date evidence-based care and support for people with poor bone health by increasing uptake of HBA's bone health education course designed specifically for practice nurses.	**GREEN – On Track**
Healthcare professionals Improve access to consumer resources for allied health professionals working in Fracture Liaison Services (FLS).	HBA has mapped all FLS sites in Australia and updated the FLS search function on the HBA website to include all the identified sites. Health professionals working across all FLS sites received a survey to determine the value of existing consumer resources, and obtain feedback on resource gaps. Survey results lead to new resources: • Revised consumer guide to reflect recommendations in recent statements/guidelines on bone health • Osteoporosis explainer video • Translated resources • Male resource 'Blokes and Bones'	Fracture Liaison Services play a major role in supporting people to receive appropriate treatment for osteoporosis to avoid costly, debilitating and preventable re-fractures. The updated FLS search function on the HBA website will improve consumer awareness of, and access to FLS services. Providing FLS sites with up-to-date, evidence-based consumer information resources will support FLS sites in their role.	**GREEN – On Track**
Healthcare professionals Improve HBA's online education platform, Bone Academy for Allied Health Professionals.	The HBA online education platform, Bone Academy, has been reviewed and improved. This included extensive content review and the introduction of a new section to provide direct access to consumer resources hosted on the HBA website. The security and functionality of the platform have also been upgraded. Promotion to relevant health professionals is ongoing.	Improvements to, and promotion of, the Bone Academy will increase access to evidence-based bone health/osteoporosis information and training, and consumer information resources, for Allied Health Professionals. This is expected to help improve the management of people with poor bone health/osteoporosis among this group of health professionals.	**GREEN – Complete**

6 Non-Funded Community Awareness Activity – Relating to National Action Plan

1. Consumer Awareness Initiatives

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS

***Know Your Bones* online self-assessment**
 	
Know Your Bones (KYB) is an online, evidence-based consumer self-assessment tool designed by Healthy Bones Australia (HBA) in partnership with the Garvan Institute of Medical Research, to help Australians understand risk factors for poor bone health.
 	
This flagship consumer facing program has provided an online tool which can accessed from metro/regional locations across Australia and was identified as a key awareness program under the National Strategic Action for Osteoporosis.
	KYB has achieved multiple outcomes:
	• Broad community engagement and successful 'translational research project' utilising Australian research in partnership with the Garvan Institute of Medical Research;
	• 30% of website visitors complete the assessment;
	• Over 113,000 completions (at July 2024) including individual reports for discussion with GP;
	• Content promoted via multiple channels to consumers and health professionals (GP, pharmacy publications);
	• Targeted promotions in EDMs, print publications, digital media, seniors' publications;
	• Health & Wellness Coach, Michelle Bridges, appointed Ambassador 2020-2023;
	• Olympic and World Champion Sally Pearson OAM, appointed Ambassador 2023-current;
	• EDMs for opt-in users providing bone health messaging;
	• De-identified data collection, analysis and reporting across 4 main categories:
	  ◦ Personal bone health
	  ◦ Medical Conditions
	  ◦ Lifestyle Factors
	  ◦ Medication use
	• Inaugural Community Risk Report (2018) and Second Edition report (2021) extrapolating data from Know Your Bones and demonstrating care gaps; and Third Edition (2023) Community Risk Report with additional aged care data for over 70s
	• Data sharing with policy makers, health professionals, research organisations and the community;
	• Engagement with Federal Politicians highlighting prevention, data and easy- share link for constituents.
		Increased community and health professional awareness of the importance of bone health and risk factors for bone health.
		
		Increase in the number of individuals discussing their bone health status with their GP, as a result of completing KYB, leading to improvements in diagnosis and treatment rates.
		
		KYB data collection and analysis providing improved understanding of the prevalence of osteoporosis/poor bone health, comorbid conditions, lifestyle factors and medication use among those who have completed KYB.
		
		New insights from the data informing the development of strategies to improve prevention and management.
			GREEN – Ongoing

6 Non-Funded Community Awareness Activity – Relating to National Action Plan

1. Consumer Awareness Initiatives

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
World Osteoporosis Day World Osteoporosis Day, held in October each year, is an international campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and related conditions. HBA works in partnership with the International Osteoporosis Foundation to undertake local campaigns to highlight core issues relating to bone health.	• HBA was awarded Best World Osteoporosis Day Campaign in 2021 and 2018 by the International Osteoporosis Foundation. • The 2019 'That's Osteoporosis' campaign focused on actual patient stories from different countries, showing the personal impact of disease. • The 2020 'That's Osteoporosis' campaign featured Elaine from Australia as part of the international campaign. • The 2022 'Step Up for Bone Health' campaign highlighted the role of nutrition and physical activity in supporting bone health. Health messaging and development of a new resource for calcium content of individual foods within different food groups, was made available via the HBA website and was widely distributed. • Promotion of 2023 Community Risk Report Third Edition to community and GPs following launch at Parliament House Canberra with federal MPs and Olympic and World Champion Sally Pearson OAM	Improved community awareness of osteoporosis/poor bone health, its risk factors and prevention. Improved recognition of osteoporosis as an important priority amongst other chronic conditions.	**GREEN – Ongoing**
Special Campaign In 2022, HBA supported the International Osteoporosis Foundation in collaboration with the European Space Agency (ESA) in a unique awareness campaign featuring ESA Astronaut Samantha Cristoforetti as part of her visit to the International Space Station.	The campaign highlighted ESA Astronaut Samantha Cristoforetti's specific exercise regimen required to protect bone health and bone density and how this reflects recommendations back on earth! The campaign appeared via multiple communication channels: EDMs, GP magazine, FB, Research Australia magazine.	Amplifying the message of specific activities, such as evidence-based exercises, to prevent bone loss. Improved community awareness of osteoporosis/poor bone health, its risk factors and prevention.	**GREEN – Complete**

6 Non-Funded Community Awareness Activity – Relating to National Action Plan

2. Research Project

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Pilot Research Project – Prostate Cancer and Osteoporosis A collaborative program between HBA and experts in bone and oncology to improve the prevention and treatment of osteoporosis in men receiving prostate cancer therapy.	Main outcomes: • Conducted across 3 participating sites (based in regional NSW) via fracture prevention service sites; • Development of protocols for review/testing of eligible patients treated for prostate cancer; • Data collection across 18 months; • Internal report and recommendations completed.	Improved prevention and treatment of osteoporosis among men receiving therapy for prostate cancer.	**GREEN – Complete**

7 Activity Related to National Action Plan – Administered by Other Organisations

ACTIVITY	KEY OUTCOMES	POTENTIAL IMPACT	STATUS
Schools Project A Bone Health Teaching Unit for Stages 4 and 5 has been developed and promoted to PDHPE Teachers as part of a collaboration between the Garvan Institute of Medical Research and the University of Sydney School of Pharmacy, with funding from the Osteoporosis Consumer Awareness Grant.	• Four online education modules accompanied by lesson plans, student and teacher workbooks and a teacher module have been developed for the Teaching Unit. • The Unit was co-designed and piloted with 4 High Schools in 2021 and implemented in 7 NSW High Schools in 2022/23. • The program resources include two educational clips: "What is Osteoporosis?" and "What does Osteoporosis look like? – a 360 degree animation" which are available on YouTube and have received about 6,000 and 3,000 views to date, respectively. • As part of the pilot and evaluation approximately 428 students have received the intervention. The resources are readily available and have been promoted to PDHPE Teachers for wider uptake.	The evaluation of the Bone Health Teaching Unit found: that students have positive perceptions of the module; evidence of an improvement in student knowledge of osteoporosis and risk factors; and that teachers like the resources. National roll out of the evidence-based resources to secondary school students has the potential to improve bone health in the target population and contribute to early prevention of osteoporosis.	**GREEN – Complete**
Australia & New Zealand Hip Fracture Registry The Australian and New Zealand Hip Fracture Registry is a clinical quality registry that collects data about older people admitted to hospital with a broken hip in Australia and New Zealand.	Outcomes include: • Annual report collating data from 71 Australian hospitals; • Reporting hip fracture numbers and care against Hip Fracture Care Clinical Care Standard (HFCCCS); • Steering Committee includes representation from over 20 organisations (including HBA); • Data made widely available; • Introduction of Golden Hip awards to recognise and promote high-quality hip fracture care; • National clinical care standard for hip fracture launched (September 2023); • Hip fracture is the most costly type of fracture and has the biggest impact on those affected. Data indicates almost half of hip fracture patients have sustained a previous fracture (supporting the case for earlier intervention).	Improved data on hip fracture numbers and standards of clinical care. Improved patient outcomes by providing insights into the current management of hip fractures and gaps between evidence and practice, to inform strategies to improve the quality of care and encourage earlier intervention to prevent hip fractures.	**GREEN – Ongoing**