



Arizona Osteoporosis Coalition

Working Together to Promote Healthy Bones for Life

Fall 2002

Make a Difference for Bone Health in Arizona

Join AzOC for a Day at the Capitol!

The Arizona Osteoporosis Coalition needs YOUR help in a grass roots effort to increase awareness of osteoporosis among Arizona legislators. We are planning a day at the capital for **Wednesday, January 22, 2003**. The Osteoporosis Day will include DEXA's for legislators and staff, visits and lunch with the legislators and more. We do not have any current legislation in process but feel that the prevalence and effects of osteoporosis are important public health issues which our state government needs to address in the future.

We have a new Legislative Task Force (sponsored by the Senate Health Committee) commencing in the next few weeks to review the issues and make recommendations for state support activities. We intend to build on this State government presence by meeting with Arizona legislators. Members and friends of the coalition will be matched up with their specific legislative districts for an effective campaign. Appointments will be made throughout the day of **January 22, 2003** for constituents to communicate the message directly. In addition, we will be providing bone density tests on site at the Capitol, through our partnership with the University of Arizona. We hope to make the risk of osteoporosis a reality by providing the opportunity for screening to legislators and staff. Finally we plan to provide a brown bag lunch on site, again for legislators and staff. During this time there will be a brief character presentation that dramatically demonstrates the effects of osteoporosis in a light-hearted but personal way. Additionally, volunteer hosts at each table will facilitate further dialogue. Attendees will be presented with materials about

osteoporosis and AzOC education and awareness programs that can be presented in their districts.

Please help us with this effort "working together to promote healthy bones for life." We need volunteers to:

- 1) meet with legislators
- 2) facilitate introductions and conversation at lunch tables
- 3) help with registration for DEXAs

In order to prepare for this important event, AzOC will provide **Advocacy Training on Friday, December 13, 2002 from 9:00 AM to 11:30 AM**. The agenda will consist of an update on coalition activities and plans, an overview of the Day at the Capitol, orientation to resources, presentations by both a lobbyist and Senator Virginia Yrun to learn how and what to say to our legislators! Our goal is to take the mystery out of talking with your elected representatives. The program will be on video-conference at 3 sites:

TUCSON: University of Arizona Health Sciences Center/University Medical Center, 1501 N. Campbell - Room 3230, Tucson

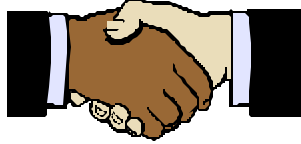
PHOENIX: University of Arizona Health Sciences, 4001 N. 3rd Street, Suite 415, Phoenix

FLAGSTAFF: Northern Arizona University - South Campus, Building 66 - HPEN 229

Please call Nuris Finkenthal, Event Coordinator, at 520-621-4391 to volunteer for Wednesday, January 22, 2003. Volunteers will meet at the Capitol in the Community Policy Office for briefings at 9:00 a.m. and 1:00 p.m.

AzOC Elects New Board for 2003

At the Annual Board meeting held October 24, 2002, two new and three returning Board members were elected and are identified by their office in the list below. The Board would like to acknowledge the Nominating Committee, Dr. Jeffery Lisse, Van O'Steen and Sharon Hoelscher Day, for their time and contribution to the election process.



President: **Jane Canby, MA**

Vice President: **Shirley Strembel, MS, RD, Community Nutrition Program Mgr., Maricopa County, Office of Nutrition Services**

Secretary: **Terri Verason-Myers, MS, RD, Director of Nutrition Services, Dairy Council of Arizona**

Treasurer: **Shirley Fester, RN**

Education Committee Chair: **Sharon Hoelscher Day, MA, CFCS, Extension Educator, Family and Consumer Sciences, University of Arizona Cooperative Extension**

Public Policy Committee Chair: **Timothy Lohman, PhD, Professor of Physiology, University of Arizona**

Communications Committee Chair: **Terri Verason-Myers, MS, RD**

Fundraising Committee Co-Chairs: **Shirley Strembel, MS, RD and Shirley Fester, RN**

Members at Large:

Denny deFreitas, Regional State Government Senior AE, Procter and Gamble Pharmaceuticals

Ruth DeMar, Consultant Pharmacist

Scott Going, PhD, Associate Research Scientist, University of Arizona

Jeffery Lisse, MD, Director of the Osteoporosis Program at Arizona Arthritis Center

Anita Murcko, MD, Medical Director, Health Services Advisory Group

Van O'Steen, Van O'Steen and Partners

Cynthia Parziale, Director of Research and Nutrition, Naturally Women Fitness

Deborah Jane Power, DO, Clinical Asst. Professor of Medicine, University of Arizona

Thank you to Lidia Allen and Michael Maricic for their service to the AzOC Board over the last year. Dr. Maricic, Chief, Section of Rheumatology, Southern Arizona Veterans Administration will continue to serve as the Medical Advisory Committee Chair.

Contact with any Board Members and Committee Chairs are welcome. Please contact the AzOC office at 602-375-2224 for email addresses or phone numbers. Committee meeting dates, times and locations are listed on the web site under "calendar."

Administration on Aging

The Foundation for Osteoporosis Research and Education (FORE) was awarded a \$100,000 grant from the Administration on Aging to develop an action plan for a national osteoporosis awareness campaign for post-menopausal women. The campaign will take a grassroots approach to the project, convening a coalition of experts from local and state organizations with the philosophy that consolidating existing local osteoporosis networks in regional communities will in turn build on the most effective practices and create a program that is supported throughout the nation. Messages will target three audiences: consumers, health care providers, and policy makers. The AoA also funded proposals from the National Osteoporosis Foundation and the University of Maine. AoA has required that the 3 proposals collaborate toward one final work product and one report. AzOC will be a participating partner on the planning committee, in facilitation of work groups and contribute to the final report.

Arizona Osteoporosis Coalition

www.fitbones.org

Executive Director, Kathy Brewer, PT, GCS,
MEd

Office Phone/Fax 602-375-2224

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AzOC's Year at a Glance

The first steps in establishing a presence in the AZ public health community regarding the critical issue of osteoporosis was made possible under a two-year contract with the Arizona Department of Health Services. Through this work, AzOC established essential resources and programs such as our web site (www.fitbones.org), the toll free number of taped information in both English and Spanish (1-800-611-3410 or 602-470-0961), expansion of the Bone Builders programs beyond Maricopa County, development of a health care provider curriculum, and the "One Woman in Two – Don't Let It Be You" public awareness message and plan for a campaign.

Current projects with new grant funds since July 2001 include:

- Development of an adjunct web site for kids and teens based on the Building Better Bones project under Maricopa County Office of Nutrition Services, made possible by a "Healthy People 2010" minigrant from the **Arizona Department of Health Services** and **The Dairy Council of Arizona**. (www.buildingbetterbones.org)
- A health care provider training program was presented in July 2002 utilizing videoconferencing and telemedicine networks across the state, made possible by an educational grant from **Procter and Gamble Pharmaceuticals**.
- **St. Luke's Health Initiatives** provided AzOC with funds to develop business systems fundamental to establishing a new nonprofit agency.
- Proposals have been submitted to various funders for expansion of our public awareness campaign, distribution of brochures and written information, additional Bone Builders volunteer training, extension of the elementary education curriculum for 5th and 6th graders and additional opportunities to present osteoporosis education to health care providers across Arizona.

Support AzOC

In fiscal year 01-02, AzOC funding sources were 38.5% foundation grants, 57% corporate grants and sponsorships, and 4.5% from community individual gifts. We have a second year of grant matching from **The Lodestar Foundation** that will again support operation costs to provide the administration to further build the capacity of AzOC. Please consider a gift to AzOC at this time to help generate these funds. These gifts will be matched 1:3 in the second cycle, again multiplying your investment. Our donors are recognized on our web site at www.fitbones.org and we must meet our goal of raising \$37,500 by December 31, 2002. The leadership and working committee members of the coalition are committed to continuing efforts toward improving health in Arizona's communities and families through awareness and education about osteoporosis. Thank you for your past support of time, interest and money to AzOC and for considering a financial contribution to meet our second Lodestar challenge match at this time. Your donation can be sent using the form enclosed with this newsletter.



Mark Your Calendars!

- ✓ **Tuesday, November 26**
Education Committee – 9:00 am, University of Arizona Cooperative Extension office, 4341 E. Broadway Rd., Phoenix
- ✓ **Friday, December 13**
Volunteer Training for the "Day at the Legislature," 9:00 am – 11:30 am, University of Arizona Cooperative Extension, 4341 E. Broadway Rd., Phoenix
- ✓ **Thursday, January 16**
Board of Directors – 1:00 – 3:30 pm, Pinal County Cooperative Extension, 820 E. Cottonwood Lane, Bldg C, Casa Grande
- ✓ **Wednesday, January 22**
Osteoporosis Day at the Legislature,
Arizona State Capitol, 1700 West



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AzOC Education Across Arizona

The July 2002 health care provider program focused on Osteoporosis Clinical Management. Fifty-four conference attendees included physical therapists, registered dietitians, nurse practitioners, physicians, physician assistants, community education staff. The University of Arizona video conferencing and NAU system allowed people in Flagstaff, Yuma, Tucson, Phoenix, Prescott and Payson to participate live. Speakers in Tucson included Jeffery Lisse, MD; Michael Maricic, MD; and Vanessa Stanford, RD and Debra Michel, MD at the Phoenix site.

This spring AzOC unveiled the new design for their website – www.fitbones.org. Feature articles include the Bone, Estrogen, Strength Training (BEST) Study at the University of Arizona and Soy Effects on Bone. The AzOC Education Committee keeps the AzOC website up to date. The website had 8827 visitors with 53,644 hits from October 1, 2001 to September 30, 2002. Contact Sharon Hoelscher Day, Education Chair, shday@ag.arizona.edu or 602-470-8086, extension 332 if you would like to write or review articles for the AzOC website.

Bone Builders Educates Arizonans

The AzOC partner, University of Arizona Cooperative Extension, offered the Bone Builders volunteer training once live in Phoenix and twice using the U of A Health Sciences video-conferencing system in Tucson, Flagstaff and Phoenix. *Bone Builders trains community volunteers to teach others about reducing their risk for osteoporosis.* More than 80 volunteers participated in the 3 trainings during the past year. Bone Builders is partially funded by the University of Arizona Cooperative Extension and the Arizona Nutrition Network.



From July 1, 2001 to June 30, 2002, the **Statewide Bone Builders** program staff and volunteers taught 403 classes to 9724 people, participated in 72 health fairs to reach 13,756 people with the osteoporosis message, taught 2335 individually, and 2346 had bone density screenings for a grand total of 28,161 reached directly. Visit the website www.bonebuilders.org for local contacts.