



AzOC

Arizona Osteoporosis Coalition

Working together to build healthy bones for a lifetime

Winter 2002

Celebrate AzOC Successes!

The Arizona Osteoporosis Coalition (AzOC) is a collaboration of individuals and organizations from the public and private sector with mutual interest in raising awareness of the impact of osteoporosis on residents of Arizona through education, communication and public activity. The coalition started in 1998 with a small seed grant from the American Public Health Association. The Arizona Department of Health Services funded a 2 year project with AzOC. With this funding and other supplemental grants, partner support and in kind donations, AzOC has made an impact. The outcomes of coalition programs developed under this grant are described below.

- Eighty Maricopa County Bone Builders volunteers were trained plus 65 members of the 7 new AzOC county projects. Nearly 40,000 people were reached during the project in classes and outreach education in the 8 counties. A sample of 1,513 people who attended the 400 classes AzOC/Bone Builders class groups in 2000-2001 rated their knowledge as an average of 2.71 before the sessions and an average of 4.36 after the classes (out of 5 point schedule with 5 high and excellent). Bone Builders participants report more than 60% increases in knowledge. Community class participants rated their education session as 4.58 out of a possible 5 as excellent.
- The county education programs used a variety of outreach methods including TV interviews and



news segments reaching 527,000 people, displays, 269 health fairs, 27,000 handouts and nearly 7,000 people through newsletters.

- A task force representing a variety of health care professionals created a provider curriculum consisting of 6 basic and advanced modules covering specific topics. The curriculum has been taught in 20 presentations given by eight presenters that reached 818 Health Care Providers around the state. This AzOC Healthcare Provider Osteoporosis Curriculum is available on compact disk. Future training presentations are planned.
- A monograph entitled, "Osteoporosis and Its Effect on the People of Arizona," was completed in May 2000. This report details basic information about osteoporosis and its prevention, modifiable and non-modifiable factors that contribute to osteoporosis and the relation of these factors to Arizonans, results of a survey detailing services provided statewide, and details of the extent of the financial effect that osteoporosis has on the state of Arizona.
- The coalition developed a public awareness message and plan for a campaign. A 30-second television advertisement was produced and aired 54 times over a three-week pilot period in the Tucson market. These television advertisements resulted in 784,000 gross impressions. Copies of the television spot along with a radio version were distributed to local county partners and are available for future projects.

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- The central awareness message, "One in Two – Don't Let It Be You," was developed into a professional brochure and television public service announcement in both Spanish and English. Twenty-five thousand brochures and 1000 posters have been distributed to county partners, and at health fairs and community events. A specific campaign to physicians resulted in an additional distribution of 25,000 to family practice, Ob/Gyn, internal medicine and epidemiology practices across the state for use in patient awareness and education.
- A statewide directory was produced listing prevention, screening and treatment resources available across the state. Information is listed by county and is available in hard copy or on the AzOC web site.
- A web site for osteoporosis information and coalition activities was developed (www.fitbones.org) along with a toll free number of taped information on 13 osteoporosis topics in both English and Spanish (1-800-611-3410 or 602-470-0961). The web site also posts documents such as the monograph and resource directory listed above. These are currently maintained through the University of Arizona, Cooperative Extension. Use of the web site continues to grow. From July 2000 through June 2001, 6893 users accessed the web site over 40,000 times.
- The AzOC Medical Advisory Committee of 28 physicians and other health care professionals is committed to providing guidance and support on as needed basis.

AzOC in 2002

Our web site (www.fitbones.org or www.azoc.org) posts osteoporosis information, coalition activities, and documents as well as other links and resources. The toll free number of taped information provides 13 osteoporosis topics in both English and Spanish (1-800-611-3410 or 602-470-0961). Both resources are currently maintained through the University of Arizona, Cooperative Extension.

Work is underway for a new, adjunct web site for kids and teens based on the Building Better Bones project under Maricopa County Office of Nutrition Services. This site is made possible by a "Healthy People 2010" minigrant from the Arizona Department of Health Services.

Procter and Gamble provided a \$35,000 grant to AzOC for physician education using our provider training curriculum developed in 2001. Our education committee is working on plans to implement physician training programs in the coming months.

The county Bone Builders programs continue as a partnership with the University of Arizona Cooperative Extension and health department in that county, AzOC, local volunteers, health providers and community organizations. Bone Builders staff and volunteers are teaching community classes and doing outreach at health fairs, media and special events. A new partner is the Arizona Nutrition Network to help focus the osteoporosis prevention nutrition and exercise message with low income women.

AzOC is organizing a new accounting system and a more sophisticated database for non-profit management with support from St. Luke's Health Initiatives. Our executive director is currently continuing on a part-time basis. Contact Kathy Brewer at 602-375-2224 or email brewcote@aol.com to get involved.

Lodestar Foundation

The Lodestar Foundation issued a \$25,000 challenge grant for capacity building last June 2001. Through corporate and individual giving we are close to meeting our goal. Thanks to everyone who has already donated to AzOC.

Please consider a tax deductible gift in 2002. Donations can be sent to Arizona Osteoporosis Coalition, 13236 N. 7th Street, Suite #4 PMB-283, Phoenix, AZ 85022-5343.

Moving Ahead as a Non-Profit

Our list of supporting and interested organizations and individuals is greater than 300. AzOC is incorporated in Arizona and holds federal 501(C)3 nonprofit status under EIN #86-0989264.



A Board of Directors has been established to carry on the work of the coalition. Officers and Board members are listed for your reference. The leadership and working committee members of the coalition know there is more work to be done toward improving health in Arizona's communities and families through awareness and education about osteoporosis and are committed to continuing these programs. Consider how you can help us continue this important work!

Board of Directors

Officers:

President – **Jane Canby, MA**

Vice President – **Shirley Strembel, MS, RD**, Community Nutrition Program Manager, Maricopa County, Office of Nutrition Services

Secretary – **Shirley Fester, RN**

Treasurer – **Terri Verason-Myers, MS, RD**, Director of Nutrition Services, Dairy Council of Arizona

Committee Chairs:

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**, Director of Nutrition Services, Dairy Council of Arizona

Medical Advisory Committee Chair – **Michael Maricic, MD**, Chief, Section of Rheumatology, Southern AZ Veterans Administration

Members at Large:

Lydia Allen, CPA

Zhao Chen, MPH, PhD, Research Assistant Professor, University of Arizona

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

Ruth DeMar, Consultant Pharmacist, OmniCare Phoenix

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

Jeffrey Lisse, MD, Arizona Arthritis Center

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

Van O'Steen, Van O'Steen and Partners

For information on joining committees contact AzOC Executive Director, Kathy Brewer, at 602-375-2224.

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Legislative Network for Osteoporosis

You are invited to participate in the Advocacy Network for the Arizona Osteoporosis Coalition. Our goal is to educate legislators, candidates and others about osteoporosis awareness, screening, prevention and treatment. The individuals who know the legislators best are the people in their districts. Join the Advocacy Network so we can help you effectively talk to your legislators about this devastating disease that affects so many people in Arizona.

Our Public Policy Committee is preparing our database so we can mobilize a grass roots effort when needed. We must clarify the legislative district where each of our members live. If you are willing, forward information to AzOC about your district, so we can effectively organize that communication through our database.

There are several ways to find out what district you live in. Call 602-506-1511, give them your address and they will tell you your district. Check your voter registration card. The third is to check on the web: www.azleg.state.az.us/. Select "members" and then click on "district maps" and follow the links. **Please note these districts are temporary because we are going through a redistricting so you may have to confirm it later.**

When you find your district, please email AzOC at kbazoc@aol.com with the district number, your name and address. Thank you for helping us prepare for legislative action and support!