

## **LEADING CHEFS PARTNER WITH OSTEOPOROSIS AUSTRALIA FOR WORLD OSTEOPOROSIS DAY**

In the lead up to World Osteoporosis Day on 20 October, leading Australian Chefs are helping to spread the message that we need to ‘Serve Up Bone Strength’ as a nation to support better bone health and combat the ongoing osteoporosis problem in the country.

With roughly 1.2 million people affected – that’s the equivalent to the entire population of Adelaide – poor bone health affects 66 per cent of people over 50, dramatically adding to the medical and financial issues associated with our ageing population.

Whilst there has been much focus on calcium in relation to bone strength, Osteoporosis Australia has partnered with high profile Chefs to spread the message that good nutrition as a whole is required for bone health, from children to adults.

In a new international report released today by the International Osteoporosis Foundation, leading bone and nutrition experts outline just how important nutrition is for our bone health throughout all stages of life. In fact, nutrition plays a key role in the development of healthy bones even before birth. Nutrition for health is not a new concept for Chefs, which is why some of the nation’s most famous culinary stars have joined forces with Osteoporosis Australia.

In a campaign aptly titled *Serve Up Bone Strength*, Maggie Beer, Luke Nguyen, Andy Allen, Nino Zoccali, Danny Parreno, and Lee Holmes have all donated recipes that provide a healthy dose of the requirements of calcium, protein and / or Vitamin D. The range of Chef’s recipes are being made available to the public today in celebration of World Osteoporosis Day, and will be joined by bone-healthy snack ideas from sporting legends Ambassador Pat McCabe, and Legendairy Ambassador Michael Klim.

Osteoporosis Australia CEO Greg Lyubomirsky says, “Poor nutritional habits including a lack of protein, low vitamin D levels, and low calcium intake is impacting the future risk of osteoporosis. *Serve Up Bone Strength* is a positive step towards raising awareness that better nutrition means better bones. We are so excited to have partnered with some of the country’s leading Chefs to raise awareness of the importance of eating well for bone health – and to do some delicious cooking along the way!”

For the Chef's recipes, new nutritional information for consumers, and key messages from the international report, head to: <http://www.osteoporosis.org.au/WOD2015>

## **ENDS**

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For further information please contact Jane Stabler at Evil Twin PR on (02) 8033 2345 or email [jane@eviltwinpr.com.au](mailto:jane@eviltwinpr.com.au)

### **About World Osteoporosis Day**

World Osteoporosis Day occurs on 20 October each year, and marks the beginning of a new campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis. In partnership with the International Osteoporosis Foundation (IOF), it generates worldwide media attention and supports public awareness campaigns organised by more than 200 national osteoporosis patient societies from around the world.

<http://www.osteoporosis.org.au/WOD2015> #LoveYourBones

### **Notes about bone health in Australia\***

- In Australia it is estimated 1.2 million Australians are affected by osteoporosis.<sup>i</sup>
- Osteoporosis leads to fractures which significantly impact the lives of those affected and presents a serious burden to the healthcare system
- In 2016 it is estimated there will be over 155,000 fractures due to poor bone health.
- 66% of people over 50 have poor bone health (osteoporosis or osteopenia)
- Osteoporosis does not just affect women, men account for up to 30% of all fractures related to osteoporosis and osteopenia, and their associated cost

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\* Watts J, Sanders K, Abimanyi-Ochom J. Osteoporosis costing all Australians. A new Burden of Disease analysis -2012- 2022. 2013.

<sup>i</sup> Henry M, Pasco JA, Nicholson GC, et al. Prevalence of osteoporosis in Australian men and women: Geelong Osteoporosis Study. Med J Australia 2011;195:321-322.