

MEDIA RELEASE
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Michelle Bridges appointed *Know Your Bones* Ambassador to help protect Aussie bones

Osteoporosis Australia has today appointed much-loved TV personality and health and wellness coach, Michelle Bridges, as their national *Know Your Bones* Ambassador, to help raise awareness of risk factors for poor bone health.

The *Know Your Bones* online self-assessment tool was developed to help Australian adults both understand, and assess their potential risk for developing osteoporosis (or low bone density) and bone breaks, and to take action to protect their bones, given the more than 165,000 broken bones sustained each year due to unhealthy bones.¹

As Ambassador, Michelle will raise community awareness of *Know Your Bones*, the online, evidence-based tool co-developed by Osteoporosis Australia and the Garvan Institute of Medical Research. The tool assesses a person's risk for poor bone health by reviewing their age, history of fracture, and medical and lifestyle factors, and provides an individual report which can be taken to the doctor, if required. *Know Your Bones* is based on research findings from the Garvan Institute's longstanding study of osteoporosis in Australia.

Already well known for motivating Australians to improve their health and wellbeing, as the newly appointed *Know Your Bones* Ambassador, Michelle is excited about raising awareness of the importance of maintaining healthy bones.

"A bone is broken every 3.2 minutes in Australia.¹ Taking action to understand your risk factors for poor bone health can help prevent many unwanted fractures.

"My message is simple. Your bone health is an important part of your overall health. So check your bone health today, by completing the *Know Your Bones* online assessment at knowyourbones.org.au," said Michelle.

"If you find you have risk factors for poor bone health, then talk to your doctor.

"We should all take action to protect our bones," Michelle said.

Taking preventative action can lead to early diagnosis and management of osteoporosis, and can help prevent unwanted fractures.

"We're delighted Michelle Bridges is acting as our *Know Your Bones* Ambassador, to help raise community awareness of the importance of maintaining healthy bones," said CEO of Osteoporosis Australia, Greg Lyubomirsky, Sydney.

"Poor bone health is common in Australia, and leads to broken bones. Preventing osteoporosis needs to be a higher priority. People should take action to understand their risk for the disease.

"*Know Your Bones* is a simple first step to improving the community's understanding of bone health, and when they may need to speak to their GP about managing their risks," Greg said.

An estimated 1.2 million Australians are living with osteoporosis² and 6.3 million have low bone density.² Osteoporosis affects women and men,¹ and occurs when bones lose density and quality, weakening the skeleton. Osteoporosis can affect any bone, and fractures occur most often in the hip, spine, wrist, ribs and pelvis.¹ The disease can significantly compromise a person's quality of life and independence.¹ Once a bone fractures due to osteoporosis, the risk of breaking another bone increases two-to-three fold in women and men.¹

About Know Your Bones

Know Your Bones is a national, online prevention program designed to raise public awareness of the risk factors for poor bone health, co-developed by Osteoporosis Australia and the Garvan Institute of Medical Research. The *Know Your Bones* online self-assessment tool helps people identify potential risk factors for poor bone health, and generates an individual report with recommendations. Those with risk factors for osteoporosis can visit their GP for an informed discussion, which may lead to further medical investigation, and management. For those aged 50 years and above, the tool also provides a fracture risk estimate over 5 years and 10 years, respectively. Nearly 75,000 Australians have completed the *Know Your Bones* self-assessment to date.

Simply visit www.knowyourbones.org.au, receive an individual report, and take it to your doctor if required, to discuss suitable action to protect your bones.

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