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Osteoporosis Leader recognised for raising profile of silent disease

Bringing the fight against osteoporosis to a broad audience has earned Osteoporosis Australia CEO Gail Morgan a seat at the finalists table at the 2014 ACT Telstra Business Woman of the Year Awards.

Ms Morgan, just a year into her first Chief Executive role is flattered to be in the finalist category.

“The finalist list is impressive. There are a number of great women doing fabulous work in the ACT. I am particularly pleased Telstra recognises the achievements of women in the not-for-profit sector as well as business. The not-for-profit sector delivers essential services to the ACT community and nationally, and many women work tirelessly to make a difference.

She is thrilled to use the platform to continue to raise the profile of osteoporosis.

“Bone health is not seen as a sexy issue yet over 1 million Australians have osteoporosis and over 6 million have poor bone health.

“Osteoporosis is known as the silent killer. People don’t think about their bones because they are hidden. They don’t know they have osteoporosis till they break a bone. And if not diagnosed they will go on to break another bone and potentially die from it. Over 3,000 Australians die from osteoporosis complications every year.

“There is also a misconception that only women suffer from it, when in fact men account for a third of cases and that number is growing. World Osteoporosis Day 2014 (20 October) is focussed on osteoporosis’ impact on men – many of whom take a cavalier approach to their bone health.

“Many men have heard of it, some have an inkling they could get it, but two-thirds of men think it won’t happen to them according to our survey results. That’s a dangerous statistic if you think so few of them are engaging in preventive behaviour or even having their bone density tested after a break.”

Ms Morgan said the key time for people to maintain bone health is through their 20s and 30s when lifestyle factors like children, careers and social life tend to get in the way of taking prevention action.

“To insure your bones against breaks as you age – do weight bearing exercise, get safe sun and ensure you have calcium in your diet.

“I am looking forward to using the opportunity as an Awards Finalist to continue to raise awareness of osteoporosis.

World Osteoporosis Day: 20 October 2014

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