

World Osteoporosis Day theme 2016 announced

Language English

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Nyon, Switzerland, June 20, 2016 - The International Osteoporosis Foundation (IOF) launched yesterday a call to action for this year's World Osteoporosis Day (WOD), celebrated on **October 20th** to promote awareness of osteoporosis.

Under its theme of ***Love Your Bones: Protect Your Future***, WOD 2016 calls upon the general public to take early action to protect their bone and muscle health, and for health authorities and physicians to protect their communities' bone health.

"The progressive bone loss that occurs with osteoporosis may be invisible and painless, but this 'silent' disease results in fractures which cause pain, disability, and ultimately loss of independence or premature death. We therefore urge people with osteoporosis to protect themselves against fractures by adopting a bone-healthy lifestyle in tandem with appropriate medical treatment," states Prof. John Kanis, President IOF.

World Osteoporosis Day takes place every year on October 20, launching a year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and metabolic bone disease.

Organised by the [International Osteoporosis Foundation](#) [1] (IOF) every year, World Osteoporosis Day involves campaigns by national osteoporosis patient societies from around the world with activities in over 90 countries.

[Read full press release](#) [2]

Post Date: Monday, 20 June, 2016

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