



WOMEN'S HEALTH

Women Encouraged To Take The Healthy Bone Pledge To Help Prevent Bone Loss And Fractures

(NAPSA)—How do you motivate women to care about a health issue that often goes unnoticed? Each year the number of fractures related to osteoporosis in women is greater than the combined number of heart attacks, strokes, and cases of breast cancer. Yet, the vast majority of the 8 million women with osteoporosis have not been tested or treated for it. When left untreated, osteoporosis weakens bones, which can lead to fractures.

The Alliance for Better Bone Health, a partnership between Procter & Gamble Pharmaceuticals and Aventis, is launching a nationwide education program, **Make Osteoporosis Matter (MOM)**, to call attention to postmenopausal osteoporosis and to motivate women to take charge of their own bone health and to learn how to prevent and treat this silent, but serious disease.

The MOM Program encourages women to stay active, to understand their risk for osteoporosis, and to ask their physicians whether prescription medications for osteoporosis are right for them. "Today is a good day for postmenopausal women to take charge of their own personal bone health by following these few, simple steps," said Stuart Silverman, M.D., Clinical Professor of Medicine and Rheumatology at the University of California Los Angeles (LA) School of Medicine. "The MOM program is about motivating women to think about osteoporosis, commit to protecting themselves, and pass along the information to help educate their friends and family who may also be at risk."

As part of the MOM program, women will be asked to take the "Healthy Bone Pledge." The pledge consists of three simple steps that can help women protect themselves from bone loss and fractures that can occur as a result of osteoporosis. Women can pledge to:

What Does Osteoporosis Look Like?

Microscopic representation of bone



STRONG, NORMAL BONE

WEAK BONE CAUSED BY OSTEOPOROSIS



- **Stay Active** by exercising 3-4 times a week.

- **Know Their Risk** and ask their doctor about tests that can detect osteoporosis.

- **Help Prevent Fractures** by getting enough calcium and asking their doctor whether prescription medications like Actonel® (risedronate sodium tablets) are right for them.

"Women who have had an osteoporosis-related fracture are at higher risk of subsequent fractures. Studies show that one in five women who have experienced a spinal fracture will suffer another one within 12 months," said Dr. Silverman. "The good news is that we have therapies such as Actonel. Actonel has been shown to reduce the risk of spinal fractures in the very first year."

Women who wish to take the Healthy Bone Pledge, to learn more about the program, or to take an osteoporosis risk assessment test can visit www.helppreventfractures.com.

Women at Risk

Osteoporosis is both preventable and treatable and is not a natural part of aging. It is recommended that all women aged 65 and over, and postmenopausal women with at least one risk factor (such as having a diet low in calcium, a family history of osteoporosis, a small

frame, an inactive lifestyle, a smoking or excessive drinking habit) get a bone mineral density (BMD) test. Women at risk for osteoporosis should consider talking to their physicians about getting a BMD test for low bone mass and whether prescription therapies such as Actonel may be appropriate.

About Actonel® (risedronate sodium tablets)

Actonel is a prescription medication to treat and prevent postmenopausal osteoporosis. Patients should not take Actonel if they have low blood calcium, have severe kidney disease, or cannot sit or stand for 30 minutes. They should also stop taking Actonel and tell their doctor if they experience difficult or painful swallowing, chest pain, or severe or continuing heartburn as these may be signs of serious upper digestive problems. Side effects are generally mild or moderate and may include back or joint pain, stomach pain or upset, or constipation. Patients should follow dosing instructions carefully. Actonel patient information can be found by visiting www.actonel.com or by calling the toll free number 1-877-ACTONEL. Patients having any questions should talk to their doctor. Actonel is available in a daily or once-a-week dose.