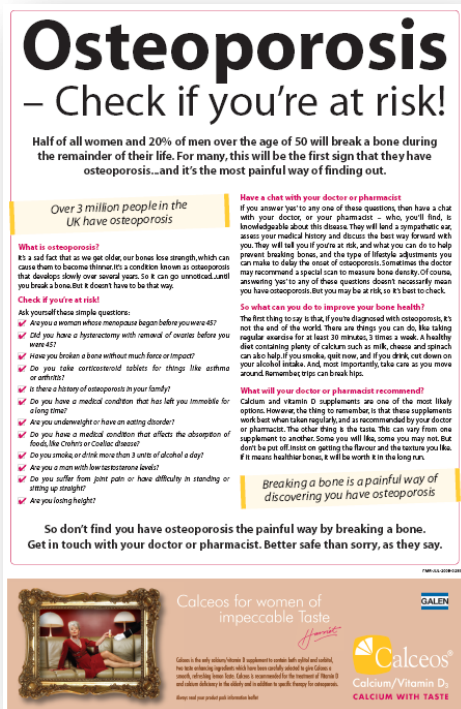


Case Study

Osteoporosis awareness campaign for Northern Ireland-based pharmaceutical company, Galen - linked to a calcium /vitamin D supplement.



Osteoporosis
– Check if you're at risk!

Half of all women and 20% of men over the age of 50 will break a bone during the remainder of their life. For many, this will be the first sign that they have osteoporosis...and it's the most painful way of finding out.

Over 3 million people in the UK have osteoporosis

What is osteoporosis?
It's a sad fact that as we get older, our bones lose strength, which can cause them to become thinner. It's a condition known as osteoporosis that develops slowly over several years, so it can go unnoticed until you break a bone. But it doesn't have to be that way.

Check if you're at risk!
Ask yourself these simple questions:

- ✓ Are you a woman whose menopause began before you were 45?
- ✓ Did you have a hysterectomy with removal of ovaries before you were 45?
- ✓ Have you broken a bone without much force or impact?
- ✓ Do you take corticosteroid tablets for things like asthma or arthritis?
- ✓ Is there a history of osteoporosis in your family?
- ✓ Do you have a medical condition that has left you immobile for a long time?
- ✓ Are you underweight or have an eating disorder?
- ✓ Do you have a medical condition that affects the absorption of foods, like Crohn's or Celiac disease?
- ✓ Do you smoke or drink more than 3 units of alcohol a day?
- ✓ Are you a man with low testosterone levels?
- ✓ Do you suffer from joint pain or have difficulty in standing or sitting up straight?
- ✓ Are you losing height?

Have a chat with your doctor or pharmacist
If you answer 'yes' to any one of these questions, then have a chat with your doctor or your pharmacist – who, you'll find, is knowledgeable about this disease. They will lead a sympathetic ear, assess your medical history and discuss the best way forward with you. They will ask you if you're at risk, and what you can do to help prevent breaking bones, and the type of lifestyle adjustments you can make to delay the onset of osteoporosis. Sometimes the doctor may recommend a special scan to measure bone density. Of course, answering 'yes' to any of those questions doesn't necessarily mean you have osteoporosis, but you may be at risk, so it's best to check.

So what can you do to improve your bone health?
The first thing to say is that, if you're diagnosed with osteoporosis, it's not the end of the world. There are things you can do, like taking regular exercise for at least 20 minutes, 3 times a week. A healthy diet containing plenty of calcium such as milk, cheese and spinach can also help. If you smoke, quit now, and if you drink, cut down on your alcohol intake. And, most importantly, take care as you move around. Remember: trips can break hips.

What will your doctor or pharmacist recommend?
Calcium and vitamin D supplements are one of the most likely options. However, the thing to remember is that these supplements work best when taken regularly, and as recommended by your doctor or pharmacist. The other thing is the taste. This can vary from one supplement to another. Some you will like, some you may not. But don't be put off. Insist on getting the flavour and the texture you like. If it means healthier bones, it will be worth it in the long run.

Breaking a bone is a painful way of discovering you have osteoporosis

So don't find you have osteoporosis the painful way by breaking a bone. Get in touch with your doctor or pharmacist. Better safe than sorry, as they say.

Calceos
Calcium/Vitamin D.
CALCIUM WITH TASTE

Is it right to shock people...?

Osteoporosis is a disease that can creep up on you. And then the first you know you've got it is when you break a bone. Not the best way to find out.

This was part of an awareness campaign linked to a calcium/vitamin D supplement marketed by the Northern Ireland-based pharmaceutical company, Galen.

It ran in a series of UK regional newspapers, and was adapted as a poster for use in doctors' surgeries.

"I really like how you have written the two (advertisement and poster) pieces."

Paul James, Brand Executive, Galen Limited