

A close-up photograph of an elderly woman with short, white hair, smiling warmly at the camera. She is wearing an orange top. In the background, a younger woman with brown hair is also smiling, and a man is partially visible on the left. The image has a soft, warm tone.

Our impact

How we made a difference in 2015

Facts about osteoporosis

Osteoporosis is a fragile bone condition. It can lead to painful and debilitating broken bones, particularly of the wrist, hip and spine. Broken bones are also known as fractures. Often these occur from just a minor bump or fall, and many such breaks could have been prevented with earlier diagnosis and treatment.

The problem

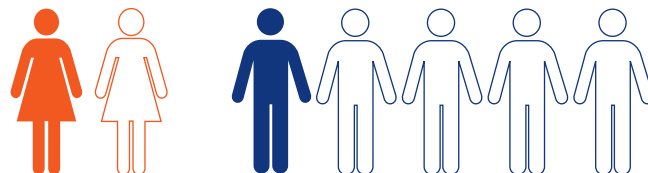


More than **3 million people** in the UK are estimated to have osteoporosis.



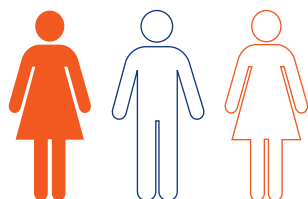
Every year people in the UK suffer more than **300,000 fractures**. That's 1 every 2 minutes.

Who it affects



1 in 2 women and **1 in 5 men** over the age of 50 are expected to break a bone during their lifetime.

The consequences



1 in 3 people who have long-term pain from fractures describe it as severe or unbearable.



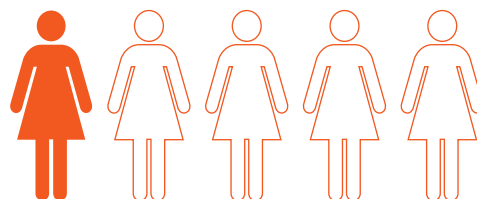
A month after suffering a hip fracture, **1 in 13 people will have died** and only half will have returned home.

The financial cost



Over £1.9 billion a year
The cost of hospital care for patients with hip fractures (excluding the cost of social care).

Where we are now



1 in 5 women who have broken a bone **break 3 or more** before being diagnosed.



Only 37% of Health Care Organisations in the UK provide a Fracture Liaison Service to routinely assess people who have broken a bone for osteoporosis.

The future



The National Osteoporosis Society is working to prevent future fractures and to help and support people now.

The National Osteoporosis Society exists to help and support those affected by osteoporosis - a life-changing condition which causes debilitating fractures.

We do this through the information and support we provide and through raising awareness amongst the general public and educating Health Care Professionals.

We also help through supporting the establishment of Fracture Liaison Services as the gold standard for identifying people at risk of osteoporosis and starting them on treatment to prevent future broken bones.

As we embark on our 30th year, we have our sights set firmly on the future, our efforts to increase prevention and work towards a cure.

The content of this report demonstrates that we achieved much during 2015, though we still have a mountain to climb. With your help we can continue to build a brighter future for those affected by osteoporosis.

Claire Severgnini - Chief Executive
Kate Tompkins - Chairman



Claire Severgnini - Chief Executive



Kate Tompkins - Chairman



Life with Osteoporosis: the untold story

Key findings from research into the realities of life with osteoporosis

A good life with osteoporosis

During 2015 over 3,000 people answered a detailed questionnaire about how they would best like to receive information and support about osteoporosis. The results have given us a much deeper understanding of the needs of the people we help and have meant we can ensure all of our work has as big an impact as possible on the lives of those affected by the condition.

Find out:

More about our work

For more information on how the National Osteoporosis Society helps, take a look at our website at **www.nos.org.uk** or get in touch with us on **01761 471771**.

Reducing fractures through better services

During 2015 the National Osteoporosis Society played a crucial role in extending the coverage and improving the quality of Fracture Liaison Services.

Usually based in hospitals and run by fracture nurses, these services help to systematically identify people at risk of osteoporosis and start them on a treatment to prevent unnecessary broken bones. They are a proven and cost-effective model for preventing future fractures.

Our work in this area has helped to ensure more people remain fracture free and has contributed towards helping the NHS save valuable resources.



Thanks in part to our work, **64** NHS localities reported that they have a Fracture Liaison Service – providing coverage for 37% of the UK.



We estimate Fracture Liaison Services will prevent **763 hip fractures** and **save the NHS £12.5 million** over the next five years.

Find out:

How Fracture Liaison Services are helping to reduce fractures and save money at www.nos.org.uk/fls

Jane's story

62-year-old Jane Hacon was walking down a flight of stairs during a boat trip when she stumbled and bent her fingers backwards while grabbing on to a rail.

Although the fall caused ongoing pain, it wasn't until a trip to her local minor injuries unit in Felixstowe that an X-ray confirmed she had fractured several bones in her hand.

A few weeks later, Jane received an appointment for a DXA scan at the Fracture Liaison Service at Ipswich Hospital. She went along, had the scan and was seen by one of the team's fracture nurses.

"We had a chat and she very gently told me that the scan showed I had osteoporosis in my spine and neck. It came as a massive shock," Jane said.

Jane was then sent to see her GP and prescribed a drug treatment to help build her bone density. She was advised to take vitamin D and calcium supplements and given lifestyle advice on exercise and nutrition to help improve her bone health.

She also received a follow-up call from a fracture nurse in Ipswich asking how she was getting on with her drug treatment.

Looking back on her experience, Jane says, although it was devastating to discover she had osteoporosis, she is thankful it was picked up at such an early stage by the FLS team in Ipswich.

"I'm glad my osteoporosis was identified from a small fracture at the age of 62 rather than a much more serious one when I'm 72. I feel protected."



Educating Health Care Professionals

We know, from talking to those affected by osteoporosis and fractures, that the condition needs to be better understood by Health Care Professionals delivering frontline treatment and care.

For this reason, during 2015 we worked hard to provide a comprehensive range of training programmes, printed and online resources, and support services to help them.

These were designed to improve their skills and knowledge and help them to deliver the best possible support and services for their patients.

By doing this, we've helped the Health Care Professionals treating those with osteoporosis to do their jobs better and understand more about the needs of those affected by the condition.



406 Health Care Professionals took part in our online Fracture Prevention Practitioner training course, enabling them to deliver better care to people with osteoporosis.



78 Health Care Professionals attended our National Training Scheme for Bone Densitometry, putting more people on the frontline of osteoporosis diagnosis.



3,000 people visited our Osteoporosis Resources for Primary Care website, our online resource for GPs, practice nurses and other Health Care Professionals looking for information on osteoporosis.



11,000 queries about osteoporosis were answered by our Helpline Nurses over the phone, online or via our website, providing a crucial helping hand to those desperately seeking answers.



350,000 information leaflets, including over 3,500 copies of our flagship *All about Osteoporosis* publication, were sent out or downloaded during 2015, passing on essential information about osteoporosis to those who need it most.



Help and support

The National Osteoporosis Society is frequently the first place people who have questions about osteoporosis or who are worried about their bone health will go.

During 2015, we provided answers to their questions, along with help and support, through our specialist nurse-led Helpline, our printed publications, our website and our growing social media channels. We also made calls to our Helpline free of charge, so it costs our callers nothing to access the help they need.

Our information provides an absolutely essential lifeline to people who are struggling to come to terms with what can often be a life-changing diagnosis. **Without it, many have told us they would not have known where to turn.**

Find out:

More about how our osteoporosis specialist nurses help people at **www.nos.org.uk/help-and-support**

Raising awareness

Our research tells us that only 25 per cent of adults are familiar with the term osteoporosis. This is simply not good enough and is the reason we strived throughout 2015 to make more people aware of the condition and the devastating fractures it causes.

Through engaging the general public with our Stop at One awareness campaign and risk factor quiz and an ongoing programme of maximising opportunities to gain coverage for our key messages in the media, we addressed this issue.

We also continued to attract rising numbers of visitors to our website and improve our engagement with a crucial younger audience through our social media channels.

The Lace up for Bones awareness campaign we launched in 2015 helped us to reach a substantial audience with important health and prevention messages.

All of this work meant more people were aware of the risks and consequences of osteoporosis and were empowered to take steps to help themselves.



1,800 articles in the UK print and online media mentioned the charity during 2015, so more knew about osteoporosis and how we help.



8,000 people who didn't know anything about osteoporosis, took our online *Are you at risk?* quiz, taking the first steps towards improving their bone health.

Support and education in the community

Up and down the country, an army of unpaid volunteers and supporters are involved in grass-roots education events to help those coming to terms with osteoporosis and to provide information and support to Health Care Professionals looking after them.

Our nationwide Newly Diagnosed events and study days for Health Care Professionals provide a crucial opportunity to give these two audiences the information they need, when they need it.

These events allowed us to improve access to our information on a local level, delivered by a friendly and caring network of volunteers.



461 Health Care Professionals including nurses, consultants, GPs and surgeons attended our education events and improved their knowledge of osteoporosis.



1,700 people came along to our information events and meetings for the newly diagnosed to find out more about osteoporosis and how they can help themselves.

Find out:

How our Support Groups are helping build awareness and offer support in your community at www.nos.org.uk/support-groups



Influencing politicians and Health Service Managers

The National Osteoporosis Society fights for people affected by the condition so their voices can be heard by those in positions of influence in government and Health Service delivery.

During 2015 we worked with politicians at Westminster to ensure osteoporosis and bone health were high on the agenda. We helped support and organise the All-Party Parliamentary Osteoporosis Group so parliamentarians were kept informed about current issues.

We also offered our views and expert opinions to those writing reports, standards and guidelines produced by the NHS, NICE and a wide range of health organisations to ensure those making decisions about health took osteoporosis into account.

By doing this, we made sure the voices of those affected by osteoporosis were heard at the very highest levels.



43 MPs and Peers found out more about osteoporosis and what can be done about addressing the problems it creates by attending the All Party Parliamentary Osteoporosis Group events in 2015.



Our work with NICE ensured that the health benefits of **sunlight** exposure were properly reflected in new guidance. This helps people to understand how to get enough vitamin D, which is vital for strong bones.

Funding research

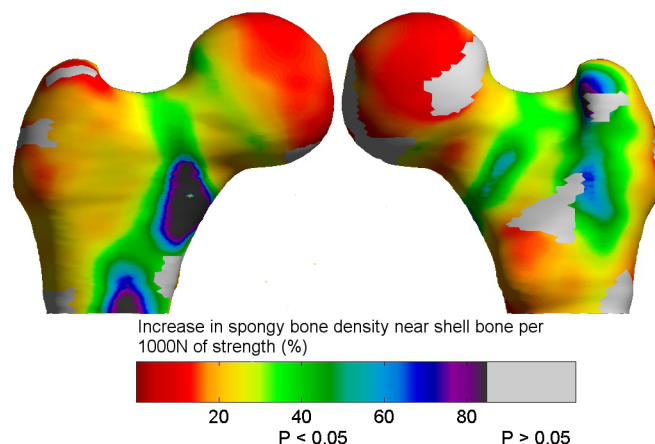
We know that medical research holds the key to helping to free future generations from the often debilitating effects of osteoporosis and fractures.

For this reason, the National Osteoporosis Society has committed over £3 million to research and has funded over 130 projects as part of our ongoing mission to beat osteoporosis.

Researchers are currently making significant discoveries and exciting breakthroughs in areas such as biomechanics, drug treatments and scanning technology. During 2015, we continued to provide support to a range of projects to enable breakthroughs to happen.

Find out:

How bone health research is helping people with osteoporosis at www.nos.org.uk/research



Results from research we funded looking at the positive effects of hopping on the bone health of older men were **widely reported in the national media**, helping us to build awareness and demonstrate the importance of research.



Updates on the research we fund were **published in some of the UK's leading scientific journals** during 2015, ensuring our pioneering research was highly visible to the bone health community.

Horace's story

It would be fair to say that Horace Chung comes from a big family who have all had their share of problems with osteoporosis.

One of seven children, many of whom also suffered from debilitating fractures, Horace found out he had osteoporosis some time ago, but says he always suspected he had the condition.

Persistent back pain led Horace to book an appointment to see a chiropractor who, after taking an X-ray, told Horace that he suspected he had fractures in his spine.

Unfortunately, Horace fell on an icy pavement in the winter of 2000 and fractured his wrist. This was the start of a long and troubling period for Horace that saw him battle with unsympathetic employers.

"It's just something I have to live with now, and I have to be careful that I don't fall," he says.



"Before I got in touch with the National Osteoporosis Society, I didn't really know much about the condition or what it was. Back in those days, not many people did and I think that's the reason I had problems at work. I saw an advert for the National Osteoporosis Society and telephoned the Helpline. They sent me some really useful literature and really helped me to understand how I can help myself."

Find out:

More about how the National Osteoporosis Society has helped to change people's lives at
www.nos.org.uk

Terry's story

For 66-year-old Terry Pearce, the journey from the pain caused by fractures as a result of fragile bones to eventual diagnosis and treatment for osteoporosis was long and hard.

Despite having an early menopause, she was fit, healthy and active with no family history of osteoporosis. But a few years ago Terry started to suffer from back pain and, although she saw her GP on a number of occasions, was not to learn that she had fractured any bones for some time.

"I had five spinal fractures over seven months. These were agonising and occurred by doing really simple things like pulling my socks on or bending over, but at the time I had no idea what was happening," Terry says. "I went to see my doctor because I was suffering from back pain and he told me I'd pulled a muscle. I couldn't seem to get rid of the pain, so I kept going back."

It was only because Terry was also having treatment for repetitive strain injury that her fractures were eventually picked up. "My physiotherapist felt that there was something wrong, so wrote to my GP. He sent me for an X-ray, which showed that I had fractures. Eventually, a specialist told me that I had osteoporosis."

Today Terry takes a drug treatment for her osteoporosis and attempts to cope with the constant pain through physiotherapy.

"I've received an enormous amount of support from the National Osteoporosis Society personally and I think the amazing work it does to raise awareness of this life-changing condition is absolutely crucial."



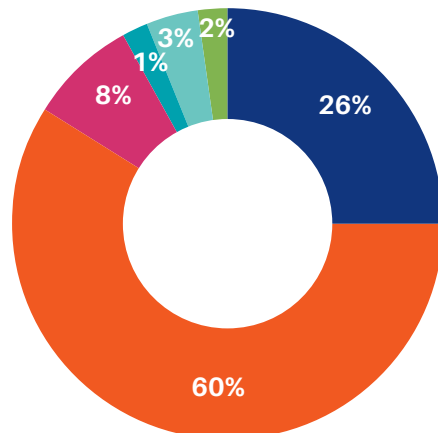
Our finances

During 2015, thanks to the generosity of new and existing supporters, we raised over £4.8m. Voluntary and fundraising events income totalled over £1.5m while legacies generated £2.8m. Income from our trading activities increased slightly to £168,000. Our biennial scientific conference was held in 2014 and therefore no income was generated for 2015. This shows a decline for educational activities; however, the conference returns in 2016 and we anticipate an increase.

Our total expenditure increased slightly during 2015 to £3.1m as we continued to focus our spending on the crucial services we provide to those affected by osteoporosis, such as our Helpline, our publications and our online resources. We also grew our fundraising return on investment, including exceptional legacy income, generating a total of £6.27 for every £1 spent on fundraising in 2015, compared with £4.46 in 2014.

For full details of our income and expenditure, please see our 2015 Annual Report and Accounts at www.nos.org.uk/about-us, by calling **01761 471 771** or by emailing info@nos.org.uk.

In 2015 we raised £4.8m

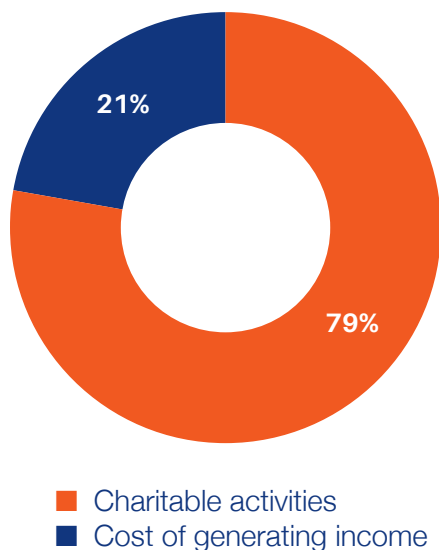


- Voluntary income
- Legacies
- Fundraising events
- Education
- Trading activities
- Investment income

Read more:

For detailed financial information about the work of the National Osteoporosis Society, read our full audited accounts online at www.nos.org.uk/about-us

In 2015 we spent £4m



	Total 2015 £000	Total 2014 £000
Income		
Voluntary income	1,226	1,562*
Legacies	2,873	1,955
Fundraising events	371	824**
Education	69	356
Trading activities	168	129
Investment income	94	96
Total Income	4,801	4,922
Expenditure		
Charitable activities	3,178	2,887
Cost of generating income	861	971
Research	-9	146
Governance costs	-	42
Total Expenditure	4,031	4,046
Net Incoming Resources before investment gains	771	876
Investment gains	15	68
Net Incoming Resources	786	944

This financial summary is extracted from our full audited accounts for 2015, which are available by calling **0845 130 3076** or online at **www.nos.org.uk/about-us**.

* Income received in 2015 decreased in comparison to 2014 because of exceptional donation levels in memory of Rob Berry and Mark Shand.

** Income generated from fundraising events declined in 2015 because of exceptional income in 2014 from the LAPADA Art & Antiques Fair charity party.

Thank you

"I'm Chair of the National Osteoporosis Society's Shepway and Dover Support Group and I'm out and about all the time, raising awareness in the local area, holding meetings and talking to the public about bone health.

"Thanks to a grant the charity received from the Aviva Community Fund, all of the National Osteoporosis Society's Support Groups, including ours, were given fantastic new lightweight display materials that make it easier for us to showcase our work in public.

"Support like this really helps me, our Support Group and the whole of the National Osteoporosis Society help people affected by osteoporosis.

"To everyone who supported us in any way during 2015, thank you. You have helped us to make a real difference."



Margaret

**Margaret Shorland, Chair of the
Shepway and Dover Support Group**

Our sincere thanks go to all those individuals and organisations that have so kindly supported the National Osteoporosis Society in 2015 and to those who have chosen to give anonymously. Thousands of people give generously to us throughout the year, and these donations are critical to the important work we do for those affected by osteoporosis.

Companies

a2 Milk UK Amgen
 Blossoms Healthcare LLP
 Consilient Health Ltd
 Eli Lilly & Company Ltd
 Gainsborough Bath Spa Hotel
 Internis Pharmaceuticals Ltd
 Marks and Spencer Group Plc
 Merck Sharp & Dohme Ltd
 Optasia Medical Ltd
 Performance Healthcare Systems Ltd
 ProStrakan Group Ltd
 Rosemont Pharmaceuticals Ltd
 Stirling Anglian Pharmaceuticals Ltd
 Tropicana Yoplait UK Ltd
 Vitabiotics Ltd
 Walkers Snacks Ltd

Individuals

Betty Burnage
 Susan Hampshire OBE
 Duncan and Patricia Lindley
 Iris Prout

Trusts

Aviva Community Fund
 The Band Trust
 John James Bristol Foundation
 The Cadogan Charity
 The Alice Ellen Cooper Dean Charitable Foundation
 Donald Forrester Trust
 The Headley Trust
 The Hugh Fraser Foundation
 The Jane Hodge Foundation
 P F Charitable Trust
 Sir Samuel Scott of Yews Trust
 The Steel Charitable Trust
 The Thompson Family Charitable Trust

National Osteoporosis Society Trustees and Patrons

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Chairman: Kate Tompkins

Vice Chairman: Mary Regnier-Leigh (retired July 2015)
 Jeremy Stern (appointed Vice Chairman July 2015)

Treasurer: Jeremy Stern (retired as Treasurer July 2015, remains Trustee and Vice Chairman)
 Brian Livingston (appointed Treasurer July 2015, resigned November 2015)
 Frances Grigg (appointed Trustee July 2015, appointed Treasurer December 2015)

Trustees: Baroness Carlyn Chisholm (resigned May 2016), Professor Juliet Compston OBE, Dr Louise Dolan, Sandeep Dosanjh (appointed February 2015, resigned March 2016), Neil Gittoes (appointed July 2015), Leesa Harwood, Phillip Newborough (retired July 2015), Professor Terence O'Neill (retired July 2015), Rebecca Thompson (appointed July 2015), Carole Walker

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Our vision A future without fragility fractures.

Our mission Working together for a brighter future for people with or at risk of osteoporosis and fragility fractures across the UK, putting an end to preventable broken bones and helping people to live without pain and disability.

Our values We are caring, innovative, excellent, influential, ethical and passionate in all that we do.