

# ***OSTEOPOROSIS UPDATE***

***An Interactive Videoconference sponsored by the Women's Health Council\* and STRONG WOMEN, INSIDE & OUT\*\****

*Produced by South Carolina Educational Television (SCETV)*

**September 29, 2000**

**1:00 to 4:00 EDT**

**C Band and KU Band Coordinates**

- **FIND OUT WHAT KEY MESSAGES FOR PUBLIC HEALTH CAME OUT OF THE RECENT NIH CONSENSUS CONFERENCE ON OSTEOPOROSIS**
- **LEARN THE LATEST DATA THAT UNDERSCORES THE FACT THAT OSTEOPOROSIS IS NOT SIMPLY A "WHITE WOMAN'S DISEASE"**
- **BE BROUGHT UP TO DATE ON THE LATEST ISSUES AND POLICIES REGARDING COVERAGE AND REIMBURSEMENT FOR BONE DENSITY TESTING, PARTICULARLY AS THEY AFFECT MEDICARE BENEFICIARIES**
- **LEARN FROM THE SUCCESSFUL EFFORTS OF OTHERS IN BUILDING EFFECTIVE COALITIONS THAT HAVE AN IMPACT**
- **FIND OUT WHAT SOCIAL MARKETING TECHNIQUES YOU CAN APPLY TO BETTER REACH POST-MENOPAUSAL WOMEN**
- **SEE HOW EFFECTIVE SCREENING AND FOLLOW-UP EFFORTS CAN ASSIST THOSE FOUND AT RISK OF FRACTURE AND GET THE HELP THEY NEED**

**For more information, contact:**

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\* The Women's Health Council (WHC) is one of four councils of the Association of State and Territorial Chronic Disease Program Directors which represents state health officials involved in disease prevention and control.

\*\* STRONG WOMEN, INSIDE & OUT (SWIO) is a national coalition of more than 110 organizations led by an Executive Committee that is chaired by the National Osteoporosis Foundation (NOF).