

## **Introducing *Best Bones Forever!*** **A fresh and fun bone health campaign for girls**

Osteoporosis is a pediatric disease with geriatric consequences. In terms of bone health, the stage is set early on: girls build close to 90% of their bone mass by age 18. Once they reach adulthood, it becomes increasingly difficult for them to make it up. Unfortunately, most adolescent girls do not get the calcium, vitamin D, and physical activity they need to grow strong, healthy bones.

That's why the U.S. Department of Health and Human Services' Office on Women's Health (OWH) launched *Best Bones Forever!*, a national bone health campaign for girls ages 9-14. *Best Bones Forever!* focuses on friendship and fun—and encourages girls to “grow strong together, stay strong forever.”

The new campaign empowers girls and their BFFs (best friend forever) to build strong bones by choosing snacks and foods with calcium and vitamin D, and getting an hour of physical activity a day.

Campaign materials such as journals, posters, magnets, tattoos, book covers and a Web site ([www.bestbonesforever.gov](http://www.bestbonesforever.gov)) get girls excited about bone health with recipes, tips, and fun activities. Parents can get important bone health information from a brochure in both English and Spanish, and a Web site: [www.bestbonesforever.gov/parents](http://www.bestbonesforever.gov/parents).

Help make an impact by taking just a few minutes to discuss bone health with your young patients and their parents. If you are interested in ordering our free *Best Bones Forever!* materials, please contact Talia at [owh@hagersharp.com](mailto:owh@hagersharp.com).