

Public Relations for GLOW Publication

Failure to perceive increased risk of fracture in women 55 years and older

The Global Longitudinal Study of Osteoporosis in Women (GLOW)

Background

The first manuscript reporting GLOW findings was published in April and posted on line through Springer Link on March 31: Siris ES, Gehlbach S, Adachi JD, Boonen S, Chapurlat RD, Compston JE, Cooper C, Delmas P, Díez-Pérez A, Hooven FH, LaCroix AZ, Netelenbos JC, Pfeilschifter J, Rossini M, Roux C, Saag KC, Sambrook P, Silverman S, Watts NB, Wyman A, Greenspan NL. *Failure to perceive increased risk of fracture in women 55 years and older, The Global Longitudinal Study of Osteoporosis in Women (GLOW)*. Osteoporosis International, 2010 April 1. It is now available through PubMed, <http://www.ncbi.nlm.nih.gov/pubmed/20358360>.

In anticipation of the electronic publication, we developed a public relations plan in order to bring this landmark international study to the attention of the medical community and lay public.

The Plan

The UMass Medical School (UMMS) Public Relations Department collaborated with Dr. Siris to develop a press release template. Center for Outcomes Research (COR) staff customized the site specific data section of the template for each site and sent the press releases to all principal investigators, their site coordinators and public relations contacts on March 10, ahead of the embargo lift date. COR encouraged sites to embellish their site specific section to highlight the work of that investigator and make the press release more interesting to the local media. Between April 2 and April 28 seven of the seventeen sites' public relations' efforts yielded at least 103 mixed media publications or postings. UMMS also posted the release on EurekAlert on April 2, a site specifically designed for medical releases to be picked up by unsolicited media; through April 30 the release article had 3,414 page views.

Results

The following summary lists all reported media exposure with hyperlinks to each electronic article. This will be updated as those sites whose publicity plans are in progress report their results. Press releases used the template verbatim and spawned many independently authored articles all of which were posted or published, in diminishing order of number of venues, on: public web sites, local newspapers, institutional web sites, and local television and radio stations. The exposures range from such significant venues as WebMD, Televisio de Catalunya, the Madrid Press, De Standaard (a prominent Flemish newspaper), and the Sydney Morning Herald to medical information web sites for the lay public, such as Better Health Research, and non-medical web sites such as Top News US. Sites also used unconventional venues for medical news such as Facebook, Twitter, and YouTube.

An impressive example of institutional web site presentations can be found at the University of Cincinnati's Health News site with Dr. Nelson Watts explaining the study <http://healthnews.uc.edu/news/?/10216/> and an interview with Dr. Adolfo Díez-Pérez on Televisio De Catalunya is a wonderful example of a video article, <http://www.tv3.cat/videos/2822690>. Interestingly enough, some of the non-medical sites, such as Stock Markets Review and Exchange ran the full press release while some health information sites such as Ortho Supersite ran much shorter articles. Their web sites respectively:

- <http://stockmarketsreview.com/pressrelease/2010/04/11/most-women-unaware-of-risk-for-debilitating-fractures>
- [Most women unaware of risk for debilitating fractures](#)
- <http://www.orthosupersite.com/view.aspx?rid=62815>

See Appendix A for some fine examples of the various media releases.

Media Placement Summary

Press Release or independently authored article media exposure tally:

- Posted on public access web sites (includes repeat of newspaper publications) - 54
- Published in local newspapers - 41
- Posted on institutional web sites of principal investigators - 6
- Carried on local television station - 2
- Carried on local radio station -1

Site Specific Results

Barcelona, Spain

Adolfo Díez-Pérez

- April 6 – Press release posted on institutional web site, Parc de Salut MAR - *Una de cada dues dones patirà una fractura degut a l'osteoporosi després dels 50 anys*
 - Available in Castian, Catalan, and English
 - <http://www.parcdesalutmar.cat/noticies/view.php?ID=2955>
- April 7 – Dr. Díez-Pérez explained Glow's findings on Televisio Catalunya TV3 noon news, the most important local TV in Catalonia and largest audience time slot.
 - <http://www.tv3.cat/videos/2822690>
- April 7 – April 12 - The press release was picked up by 30 web media outlets which published their own articles. For example:
 - April 7 – Posted on ABC ES - *El 57% de mujeres con osteoporosis no es consciente del riesgo de fractura*

- April 12 – Article in Madrid Press - *La mitad de las mujeres sufrirá fracturas por osteoporosis*

Cincinnati, Ohio

Nelson Watts

- April 2 – Press release on PysOrg.com – *Most women unaware of risk for debilitating fractures*
 - <http://www.physorg.com/news189430284.html>
- Article posted on University of Cincinnati web site which gets more than 20,000 unique visitors each month. This release received 1,161 visits.
 - <http://healthnews.uc.edu/news/?/10216/>
- University of Cincinnati internal distribution:
 - Daily electronic publication, Twitter page, and Face Book

Hamilton, Canada

Rick Adachi

- April 12 – Interview with Dr. Adachi on local radio station, Hamilton at Noon
 - Audio file available upon request
- April 13 – Article published in local paper, The Spectator – *Women lack osteoporosis risk factor info: Study*
 - <http://www.thespec.com/article/752568>
- April 13 – Article posted on McMaster web site - *Most women unaware of risk for debilitating fractures*
 - http://fhs.mcmaster.ca/main/news/news_2010/osteoporosis_study.html
- April 15 – Article posted on Exchangemagazine.com – *Most women unaware of risk for debilitating fractures*
 - [Most women unaware of risk for debilitating fractures](#)

Leuven, Belgium

Steven Boonen

- April 12 - Article published on Uz Leuven website - *Persbericht: meeste vrouwen met osteoporose onvoldoende bewust van risico op breuken*
 - <http://www.uzleuven.be/node/11227>
- April 13 – Article published in De Standaard, a quality Flemish paper – *Vrouwen onderschatten osteoporose*
 - <http://www.standaard.be/artikel/detail.aspx?artikelid=K12OP04B&word=Vrouwen+onderschatten+osteoporose>

New York, New York

Robert Lindsay

Etch Siris

- April 2 – Article posted on Better Health Research - *Most postmenopausal women do not realize they are more susceptible to fractures*
 - [Most Postmenopausal Women Do Not Realize They're More Susceptible To Fractures](#)
- April 8 – Article posted on Examiner.com – *Osteoporosis risks are a mystery to women*
 - [Osteoporosis risks are a mystery to women](#)
- April 9 - Article on Web MD - *Osteoporosis Patients Underestimate Fracture Risk, Survey Finds That 43% With Osteoporosis Consider Fracture Risk Normal*
 - Dr. Siris was interviewed for this article and it also included an interview with patient
 - <http://www.webmd.com/osteoporosis/news/20100409/osteoporosis-patients-underestimate-fracture-risk>
 - Posted comment from Dr. Siris on MDlinx appeared on April 23
 - <http://www.mdlinx.com/internalmdlinx/news-article.cfm/3106262>
- April 9 – Article on Ortho Supersite - *Most women unaware of risk for debilitating fractures*
 - <http://www.orthosupersite.com/view.aspx?rid=62815>
- April 9 - Ivanhoe – Medical Breakthroughs Reported by Ivanhoe – *Osteoporosis Risks Under recognized*
 - http://www.ivanhoe.com/channels/p_channelstory.cfm?storyid=23983
- April 11 – Article on Stock Markets Review – *Most women unaware of risk for debilitating fractures*
 - <http://stockmarketsreview.com/pressrelease/2010/04/11/most-women-unaware-of-risk-for-debilitating-fractures>

Sydney, Australia

Philip Sambrook

- April 2 – Press release posted on Top News US – *Women having osteoporosis unaware of having higher risk for fractures*
 - [Women Having Osteoporosis Unaware of Higher Risk of Sustaining Fractures](#)
- April 4 – Interview Professor Philip Sambrook on 2GB (Sydney) - *Only a third of Australian women diagnosed with osteoporosis realize they have a higher risk of dangerous fractures.*
- April 7 - Article in Sydney Morning Herald – *Osteoporosis fracture risk 'overlooked'*
 - <http://news.smh.com.au/breaking-news-national/osteoporosis-fracture-risk-overlooked-20100407-rqut.html>
- April 7 - AAP Newswire - FED: *Fracture risk overlooked by many with osteoporosis*
- April 8 – Article in Maitland Mercury - *Ignorance a risky business*
- April 8 – Article in Daily Advertiser - *Fracture risk overlooked by many osteoporosis sufferers*

- April 9 – Article posted on Science Alert AU – *Women misjudge fracture risk*
 - [Women misjudge fracture risk](#)
- April 10 – Article in Courier Mail - *Women should bone up on osteoporosis*
- April 14 – Article in News Weekly - *Women unaware of fracture risk*
- April 14 – Article in Dungog Chronicle - *Ignorance risky*
- April 15 – Article in Mid-West Times - *Higher risk of broken bones*
- April 16 – Article in Australian Doctor - *Women fail to fathom fracture risk*
- April 28 – Article in West Australian by Australian Associated Press - *Fracture risk overlooked by many with osteoporosis*

Worcester, Massachusetts

Stephen Gehlbach

- April 2 – Press release posted on EurekAlert – 3,414 page views to date
 - http://www.eurekalert.org/pub_releases/2010-04/uomm-mwu040210.php
- April 2 - Study referenced on the website The Dairy Report with a link to Science Daily and full article – *Most Women Unaware of Risk for Debilitating Fractures*
 - <http://www.thedairyreport.com/>
 - <http://www.sciencedaily.com/releases/2010/04/100402132620.htm>
- April 2 – Press release posted on UMass Medical School Public Affairs and Public Relations News Page - *Most women unaware of risk for debilitating fractures*
 - http://www.umassmed.edu/Outcomes_Research_GLOW_Osteoporosis_UMMS.aspx
- April 6 – Press release posted on MedicalNewsToday.com
 - <http://www.medicalnewstoday.com/articles/184389.php>

Sites Pending Results

Amsterdam, The Netherlands

J. Coen Netelenbos

- April 6th: BNR nieuwsradio; a live interview with Prof. C. Netelenbos
- April 6th: Mednet: an article;
- Osteoporose actueel; an article

Birmingham, Alabama

Ken Saag

- Press release did not garner media attention due to competition with a story regarding Medicaid dental clinics and the University
- They are preparing a video story to post on their YouTube channel, target first week of May

Lyon, France

Roland Chapurlat

- Interview for newspaper Le Progrès scheduled

Los Angeles, California

Stuart Silverman

- Press release sent to Los Angeles Times and L.A. Daily News – no information on media pickup
- Press release will be included in the May Sansum Clinic newsletter mailed to patients
- They contacted American Bone Health and were informed that it might be included in the next edition

Paris, France

Christian Roux

- To be published soon in "Le Figaro 5/14"

Pittsburgh, Pennsylvania

Susan Greenspan

- Press release sent – no information on media pickup

Seattle, Washington

Andrea LaCroix

- No information from site

Southampton, United Kingdom

Cyrus Cooper

- Publicity postponed until after purdah, the pre-election period used in United Kingdom politics to describe the time between an announced election and the final election result, during which publicly funded agencies cannot release news which might affect the election
- Plans for web story

Verona, Italy

Silvano Adami

- Press release sent by University Hospital of Verona – no information on media pickup
- April 29 - dedicated press conference planned by University Hospital of Verona

Appendix A

Examples of Media Releases

- University of Cincinnati home web page – healthNEWS - Dr. Nelson Watts News Release, *Most Women Unaware of Risk for Debilitating Fractures*
- Web site – Exchange Magazine for Business Economic Development Entrepreneurs - *Most women unaware of risk for debilitating fractures* by Laura Thompson
- Web site – ORTHO SuperSite – *Many women unaware of risk for osteoporotic fractures*
- Teveviso de Catalunya web page – Videos 3 alacarta – interview with Prof. Adolf Diez-Perez – *Els efectes de l'osteoporosi*
- McMaster University home web page – Dr. Richard Adachi News Release, *Most women unaware of risk for debilitating fractures*

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NEWS RELEASES



Nelson Watts, MD

PHOTOS: [1](#) | [2](#)

Publish Date: 04/02/10
Media Contact: Dama Kimmon, (513) 558-4519
Patient Info: To reach UC's Bone Health and Osteoporosis Center, call (513) 475-7400.

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Most Women Unaware of Risk for Debilitating Fractures

CINCINNATI—Many women with an elevated risk for osteoporosis-related fractures fail to perceive themselves as high risk compared with other women of the same age.

These findings—part of the international Global Longitudinal Study of Osteoporosis in Women (GLOW)—are published in the April 1, 2010, edition of the journal *Osteoporosis International*. The GLOW study includes data from more than 60,000 women in 10 countries.

Of the 28,000 U.S. women enrolled in GLOW, 3,128 were from Southwest Ohio. University of Cincinnati (UC) professor and UC Health endocrinologist **Nelson Watts, MD**, led the local arm of GLOW, which found that of the 3,128 women studied, only 40 percent of those with two or more risk factors perceived themselves to be at higher risk for fracture than their age-matched peers.

Of the 60,000 women studied across the globe, one in three (33 percent) with two or more risk factors perceived themselves to be at higher risk for fracture. Risk factors included diagnosis of osteoporosis, previous fracture, low weight, recent falls and parental hip fracture.

Authors of the study say the failure by women to appreciate their personal risk of fracture presents a barrier to receiving appropriate management and safe and effective treatments.

Health Care

Most women unaware of risk for debilitating fractures

by Laura Thompson

Hamilton - An international osteoporosis study involving a McMaster University researcher has found that most postmenopausal women at risk for hip and other osteoporosis-related fractures fail to appreciate their actual risk of debilitating bone breaks.

The finding, the latest to emerge from the Global Longitudinal Study of Osteoporosis in Women (GLOW), underscores the need for public education about osteoporosis risk factors and treatment.

The research is published in the journal *Osteoporosis International*.

Dr. Rick Adachi, a rheumatologist and professor of medicine in the Michael G. DeGroot School of Medicine, is the lead investigator at the Canadian site of GLOW. The large, international observational study involves more than 60,000 postmenopausal women aged 55 and older in 10 countries in Australia, Europe and North America. GLOW participants completed a bone health questionnaire that was mailed between October 2006 and February 2008.

Of the 3,985 women from the Hamilton site enrolled in the study, 27 per cent reported an osteoporosis diagnosis, 22 per cent had a previous fracture, 14 per cent were low weight, 38 per cent reported recent falls and 17 per cent reported a hip fracture by a parent. Despite the high prevalence of risk factors, only one in three (33 per cent) Canadian women with two or more major risk factors perceived themselves to be at higher risk of a fracture than their peers.

"In keeping with the overall study findings, we found that Canadian women aren't recognizing the risks that predispose them to fracture," said Adachi, who holds the endowed Alliance for Better Bone Health Chair in Rheumatology. "Without an improved understanding of their personal risk, women won't protect themselves against fracture."


In the overall study population, 19 per cent of women rated their risk of a fracture as higher than other women the same age; 46 per cent said it was similar; and 35 per cent believed it to be lower.

Among all study participants with osteoporosis, only 43 per cent thought their risk of a fracture was higher than that of other women their age. And, in a finding that paralleled the Canadian data, only 33 per cent of women in GLOW who reported two or more risk factors for fracture perceived themselves as being at higher risk than their age-matched peers.

One in two women will suffer an osteoporosis-related fracture after age 50; these

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OSTEOPOROSIS

Posted on the ORTHO SuperSite April 9, 2010

Many women unaware of risk for osteoporotic fractures

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Just 33% of postmenopausal women with two or more risk factors for osteoporosis perceived themselves as being at higher risk for fracture than their peers, according to results of the Global Longitudinal Study of Osteoporosis in Women.

"We've found that many women aren't making the connection between their risk factors and the serious consequences of fractures," Ethel Siris, MD, director of the Toni Stabile Osteoporosis Center of Columbia University Medical Center, New York-Presbyterian Hospital, stated in a press release. "Without a clear understanding of their risks, women cannot begin to protect themselves from fracture."

Self-perception of risk

Siris and her colleagues compared the self-perception of fracture risk with actual fracture risk among 60,393 postmenopausal women aged 55 years and older. Self-perceived risk was assessed using a 5-point scale ranging from "much lower" to "much higher" risk than other women of the same age.

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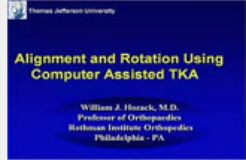
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The Global Longitudinal Study of Osteoporosis in Women is an international cohort study of women who visited their primary care physician during the 2 years before enrollment in the study. Women were recruited by more than 700 primary care physicians in 17 cities in 10 countries.

Overall, 19% of women rated their fracture risk as a little/much higher compared with their age-matched peers; 35% rated it as a little/much lower; and 46% rated that their risk was similar.

- SEE ALSO**
- British Orthopaedic Association/12th Meeting of the Combined Orthopaedic Associations**
 Posted on the ORTHO SuperSite September 12, 2010
 - The Bone & Joint Decade World Congress**
 Posted on the ORTHO SuperSite September 10, 2010
 - 7th SICOT/SIROT Annual International Conference**
 Posted on the ORTHO SuperSite August 31, 2010

Multimedia



Alignment and Rotation Using Computer Assisted TKA

William J. Hozack, M.D.
 Professor of Orthopedics
 Rothman Institute Orthopedics
 Philadelphia - PA

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William J. Hozack, MD

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Cover Stories

More work required to prevent and successfully treat periprosthetic infection

Despite the gains in preventative measures and treatment options, deep periprosthetic infections still occur, and surgeons are far from a 100% success rate in treating these infections with current techniques. However, continuing research and the promise of new technologies offer hope to surgeons facing these difficult to

Vídeos alacarta



Adolf Díez Pérez
CAP MEDICINA INTERNA HOSPITAL DEL MAR

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Els efectes de l'osteoporosi

Una de cada dues dones es farà una fractura òssia a partir dels 50 anys. La causa és l'osteoporosi i moltes de les dones que en tenen no relacionen les fractures amb aquesta malaltia. És la principal conclusió d'un estudi internacional liderat per l'Hospital del Mar de Barcelona.

Cercador

Avui a 3alacarta

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Tertúlia especial amb els líders d'UGT i CCOO



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Telenotícies

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Most women unaware of risk for debilitating fractures

By **Laura Thompson**
 Published: April 9, 2010

An **international osteoporosis study** involving a McMaster University researcher has found that most postmenopausal women at risk for hip and other osteoporosis-related fractures fail to appreciate their actual risk of debilitating bone breaks.

The finding, the latest to emerge from the [Global Longitudinal Study of Osteoporosis in Women \(GLOW\)](#), underscores the need for public education about osteoporosis risk factors and treatment.

The research is published in the journal [Osteoporosis International](#).

Dr. Rick Adachi, a rheumatologist and professor of medicine in the Michael G. DeGroot School of Medicine, is the lead investigator at the Canadian site of GLOW. The large, international observational study involves more than 60,000 postmenopausal women aged 55 and older in 10 countries in Australia, Europe and North America. GLOW participants completed a bone health questionnaire that was mailed between October 2006 and February 2008.

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"In keeping with the overall study findings, we found that Canadian women aren't recognizing the risks that predispose them to fracture," said Adachi, who holds the endowed [Alliance for Better Bone Health Chair in Rheumatology](#). "Without an improved understanding of their personal risk, women won't protect themselves against fracture."

In the overall study population, 19 per cent of women rated their risk of a fracture as higher than other women the same age; 46 per cent said it was similar; and 35 per cent believed it to be lower.

Among all study participants with osteoporosis, only 43 per cent thought their risk of a fracture was higher than that of other women their age. And, in a finding that paralleled the Canadian data, only 33 per cent of women in GLOW who reported two or more risk factors for fracture perceived themselves as being at higher risk than their age-matched peers.

One in two women will suffer an osteoporosis-related fracture after age 50; these fractures often result in chronic pain, reduced mobility, loss of independence, and especially in the case of hip fracture, an increased risk of death.

Improved education of both physicians and postmenopausal women about osteoporosis risk factors is urgently needed, according to the study authors. Osteoporosis causes bones to become fragile and therefore more likely to break. If left untreated, the disease can progress painlessly until a fracture occurs.

Several risk factors for fractures have been identified and should be considered by physicians treating women age 55 and over. They include: older age, low weight, parental hip fracture, personal history of fracture since age 45, two or more falls in the past year, current use of cortisone or prednisone, rheumatoid arthritis, cigarette smoking



Dr. Rick Adachi, a rheumatologist and professor of medicine in the Michael G. DeGroot School of Medicine

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