

**Interagency Council on Osteoporosis – Strategic Plan**  
**December 2018 – December 2023**

**Mission:** To advise the New Jersey Department of Human Services, Division of Aging Services on and to participate in the development, implementation, and evaluation of a comprehensive osteoporosis prevention and education program for the benefit of New Jersey residents.

**Functions & Activities:**

1. Development of a public education and outreach campaign to promote osteoporosis prevention and education
2. Development of educational materials for consumers
3. Development of professional education programs for health care providers
4. Development and maintenance of a list of current providers of specialized services for the prevention and treatment of osteoporosis

**Goals:**

1. Increase bone health awareness, including fall and fracture prevention, among the residents of New Jersey through program development and support
2. Develop and support public education programs for bone health awareness and fall prevention
3. Encourage healthcare professionals to be proactive with supporting bone health and fall prevention

**Goal 1: Increase bone health awareness, including fall and fracture prevention, among the citizens of New Jersey through program development and support**

Objective	Activities/Strategies	Committee members	Timeline
<p><b>1.1: By 2022, develop education materials targeting the following populations:</b></p> <ul style="list-style-type: none"> <li>• <b>Children and adolescents</b></li> <li>• <b>College students</b></li> <li>• <b>Women age 25-50</b></li> <li>• <b>Early post-menopausal, peri-menopausal, and post-menopausal women</b></li> <li>• <b>Older adults</b></li> <li>• <b>Persons with fractures (early post-menopausal and older)</b></li> <li>• <b>Men</b></li> <li>• <b>High-risk populations</b> <ul style="list-style-type: none"> <li>○ <b>People using medications which may increase bone loss</b></li> <li>○ <b>Smokers, previous smokers, and chronic alcohol users</b></li> <li>○ <b>People with cancer</b></li> <li>○ <b>Malnourished elderly</b></li> <li>○ <b>Vitamin D deficient</b></li> <li>○ <b>People with eating disorders</b></li> <li>○ <b>Nursing home and long-term care residents</b></li> <li>○ <b>Persons with malabsorptive syndromes</b></li> <li>○ <b>Persons with disabilities</b></li> </ul> </li> </ul>	<p><b>1.1.1: Inventory materials available on the Interagency Council on Osteoporosis website</b></p> <p>1.1.1.1: Develop new brochures and educational materials after identifying what materials are missing or unavailable</p> <p>1.1.1.2: Update materials available on the website to ensure no materials are more than 5 years old</p> <p><b>1.1.2: Expand the reach of educational campaigns to entities who have not previously participated</b></p> <p>1.1.2.1: Develop placemats to be shared with county offices of aging, congregate meal sites, and other groups with an interest in supporting bone health twice yearly (May and September) to correspond with National Osteoporosis Month and Falls Prevention Week, respectively</p> <p>1.1.2.2: Evaluate the current list of recipients of placemats and identify high risk groups (nursing homes/LTCFs) who might benefit to expand distribution</p> <p>1.1.2.3: Develop educational campaign materials that are bilingual (English/Spanish) for recipients</p> <p>1.1.2.4: Explore and develop school education outreach initiatives</p> <p><b>1.1.3: Partner with Department of Education &amp; Nutrition to promote awareness of educational initiatives surrounding healthy bones in schools</b></p> <p><b>1.1.4: Partner with service organizations throughout the state to promote the message of supporting healthy bones, including identification of educational partnerships with</b></p>	<p>Dennis McGowan, others</p>	

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	<p><b>the Girl and Boy Scouts, 4H, and other service organizations)</b></p>		
<p><b>1.2: Advocate for local, state, and federal legislation to increase awareness of the impact of bone health and to expand access to screening, diagnosis, and treatment services for people with, or at risk for, osteoporosis or falls</b></p>	<p><b>1.2.1: Encourage political action via letter writing in support of DEXA reimbursement initiatives and access to care concerns</b></p> <p>1.2.1.1: Advocate for DEXA reimbursement in patients ineligible according to Medicare standards (e.g., individuals under the age of 65 at high risk and in need of DEXA screening)</p> <p><b>1.2.2: Disseminate advocacy alerts to ICO members and other organizations or programs, such as Project Health Bones class participants, peer leaders, and lead coordinators; the National Falls Free Coalition; and the New Jersey Arthritis Association</b></p> <p>1.2.2.1: Share materials from the National Osteoporosis with key stakeholders, including ICO members, Project Healthy Bones peer leaders, and others</p> <p><b>1.2.3: Provide testimony/input into policy and legislation related to osteoporosis issues</b></p> <p><b>1.2.4: Increase partnership with the National Osteoporosis Foundation</b></p>		

**Goal 2: Develop and support public education programs for bone health awareness and fall prevention**

Objective	Activities/Strategies	Committee members (lead *)	Timeline
<p><b>2.1: Expand and support Project Healthy Bones</b></p>	<p><b>2.1.1: Develop an inventory of the number of programs and contact information for each of these classes available on the DHS website</b></p> <p>2.1.1.1: Improve statistics and response rate for Project Healthy Bones class participation</p> <p><b>2.1.2: Work to ensure Project Healthy Bones is considered an evidence-based curriculum, eligible for federal grant funding</b></p> <p><b>2.1.3: Develop an email listserv of all Project Healthy Bones lead coordinators and peer leaders so that information and updated can be shared in a timely fashion</b></p>	<p>Project Healthy Bones committee (resurrected); Mary Wagner; others</p> <p>Dennis McGowan, others</p> <p>Mary Wagner, others</p>	<p>Fall 2018 – ongoing</p> <p>Fall 2018 – ongoing</p> <p>Summer 2018 – ongoing</p>
<p><b>2.2 Expand and support other evidence-based health education programs, including Matter of Balance and HealthEase</b></p>	<p><b>2.2.1: Set standard for ICO endorsement of health promotion programs that address osteoporosis and/or falls prevention.</b></p> <p><b>2.2.2: Review other osteoporosis- and/or falls prevention-focused health promotion programs for possible ICO endorsement.</b></p> <p><b>2.2.3: Create a document of ICO-endorsed health promotion programs, including links to additional information and provider/workshop listings.</b></p>	<p>Dennis McGowan, others</p>	<p>Fall 2018 – ongoing</p>
<p><b>2.3: Develop educational communication and activities for healthcare professionals</b></p>	<p><b>2.3.1: Identify key healthcare professionals from across the state to serve as bone health champions</b></p> <p>2.3.1.1: Establish a speakers bureau of volunteer healthcare professionals who would be interested in developing and delivering education in support of healthy bones</p> <p>2.3.1.2: Contact Rutgers Biomedical and Health Sciences to send out email blast to encourage volunteer identification</p> <p>2.3.1.3: Develop a letter to share with clinicians to invite them to apply to serve on the ICO as a clinical member</p>		

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	<p><b>2.3.2: Develop partnerships with state medical societies and hospital/healthcare associations</b></p> <p>2.3.2.1: Develop a master contact list of key stakeholders/contact persons at hospitals and other healthcare facilities around the state, in conjunction with the NJHA</p> <p><b>2.3.3: Partner with health insurance companies and health/aging agencies to distribute best practices on osteoporosis prevention, diagnosis, and screening</b></p> <p><b>2.3.4: Increase awareness among healthcare professionals about the benefits and outcomes associated with Project Health Bones and other evidence-based health education programs for individuals at risk of osteoporosis or falls</b></p>		

**Goal 3: Encourage healthcare professionals to be proactive with supporting bone health and fall prevention**

Objective	Activities/Strategies	Committee members (lead *)	Timeline
<p><b>3.1: Review and report on New Jersey epidemiological data related to falls, osteoporosis, and fractures related to complications of osteoporosis</b></p>	<p><b>3.1.1: Advise and assist and DHS on osteoporosis-related initiatives/issues and review and report incidence and prevalence of falls, osteoporosis, and complications of osteoporosis in New Jersey</b></p>		
<p><b>3.2: Increase healthcare professional awareness of the status of epidemiologic data on osteoporosis and associated outcomes among New Jersey citizens</b></p>	<p><b>3.2.1: Disseminate (annually?) epidemiologic data related to falls, osteoporosis and associated complications (fractures, etc.) to key stakeholders (clinicians, lawmakers, general public)</b></p> <p>3.1.1.1: Continue to work with DHS DOAS</p> <p>3.1.1.2: Reinvigorate participate of state epidemiologist on reporting on this information at least annually to the ICO</p> <p><b>3.2.1: Maintain infrastructure and interest among Council members on the relevance of bone health to overall population health in the state</b></p> <p>3.2.1.1: Connect geriatric fellows and clinicians practicing within the state to increase awareness of the purpose and objectives of the ICO</p> <p>3.2.1.2: Promote education activity awareness among healthcare professionals related to ongoing bone health education programs and professional activities</p>		