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**FOR IMMEDIATE RELEASE**  
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**FOUNDATION FOR OSTEOPOROSIS RESEARCH & EDUCATION  
AWARDED \$100,000 TO DEVELOP NATIONAL AWARENESS CAMPAIGN**

**Oakland**—The Administration on Aging awarded the Foundation for Osteoporosis Research and Education (FORE) a \$100,000 grant to develop an action plan for a national osteoporosis awareness campaign for post-menopausal women. This project will expand the community-based organization's scope to a national level.

FORE believes that this campaign must involve a systemic health network change targeting three audiences: consumers, health care providers, and policy makers, and to sustain the program will require a coordinated national and regional effort.

FORE will take a grassroots approach to the project, convening a coalition of experts from local and state organizations, with the philosophy that consolidating existing local osteoporosis networks in regional communities will in turn build on the most effective practices and create a program that is supported throughout the nation. As California leads the nation in the growing diversity of its population, the state will be an ideal location to develop and test culturally and linguistically appropriate osteoporosis materials and programs.

Participating partners include the Arizona Osteoporosis Coalition, Arthritis Foundation, California Chapter of the American College of Physicians/American Society of Internal Medicine, California Orthopaedic Association, American College of Obstetricians and Gynecologists, Older Women's League, Texas Department of Health, National Asian Women's Health Organization, and University of Pittsburgh Physicians.

Since 1990, FORE has worked in the Greater Bay Area to increase public awareness about osteoporosis, to promote bone density screening and testing, to educate physicians and other health professionals, and to conduct research on the causes and cures for the disease. FORE was formed by a small group of physicians and community leaders concerned about the growing incidence of osteoporosis, and FORE, to this day, remains the only community-based organization in the country specifically aimed at ending the disease as a major health problem.

The Administration on Aging, an agency of the U.S. Department of Health and Human Services, announced its decision on September 26. The AoA also funded proposals from the National Osteoporosis Foundation and the University of Maine.