



Grantee Organization Name: American Bone Health

Program or Project Name: Bone Health Lecture Series

Application Number and Grant Amount: Grant # 15-006, total grant amount: \$14,000

Beginning and Ending Dates of Grant Period: January – December 2016

Organization Contact Person and Phone Number: Emely Wendell, 510-832-2663

Date: 12/12/2016

Signature and title of the person preparing the report: Kathleen Cody, Executive Director

1. Please list the objectives of your grant and describe the progress you have made toward meeting each one.

Objective 1: Within twelve months, 500 older adults (300 unique individuals) will receive bone health education so they know the steps to take to prevent bone loss and fractures and remain independent and strong.

Outcome: 203 people registered and 156 participants attended - 31% of our goal have attended the lectures. 80% of participants heard about the lecture series through the Sutter Health Mailing.

Objective 2: After successful execution of the six-speaker series, the leadership at Eden Medical Center will choose to continue the bone health outreach initiative, with support from American Bone Health.

Outcome: Eden Medical Center has approved the continuation of the Bone Health Lecture Series in 2017 - 4 times per year. Chris Graham from Eden's "Stepping On" program will be working closely with American Bone Health on scheduling, topics, and hospital participation.

2. What measurable outcomes did you achieve with this project? Please list the outcomes described in your proposal. Explain how you did or did not meet each of those, and explain any additional outcomes you may have achieved.

American Bone Health staff contacted over 25 local senior centers, YMCAs, libraries, and clinics about the Fall Lecture Series to improve attendance. Now these agencies are more aware of the community services provided through Eden Medical Center. We planned to move the lectures to an afternoon time, however, due to a scheduling conflict, 2 of our fall lectures were not able to change, making it difficult for local senior centers to provide transportations for their seniors.

We connected with Eden Medical Center personnel. Our lecturers all had professional relationships with Eden Medical Center and the hospital benefited from showcasing their professional staff and services to the community.

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We were able to reach people who really needed the information. Many of them signed up for Eden Medical Center programs. For example, at our most recent lecture on Fractures & X-rays, 45% of participants have had a fracture due to osteoporosis.

The people who attended rated the lectures highly.

- 97% of participants (of all lectures combined) rated the lecture as “excellent” giving the program a 5 out of 5 on the rating scale.
- 100% of participants (of all lectures combined) would recommend this lecture to their friends/family.
- 100% of participants (of all lectures combined) said that their questions were answered to their satisfaction.

Comments from the participants include:

“I have a history of fractures and wanted to learn about fall prevention and ways to improve my bone health- these lectures have been easy to understand.”

“I have osteopenia and am afraid of having a fracture, not enough people talk about bone health.”

“I’m thankful my friend brought me with her to these presentations- I especially enjoyed Dr. Epstein’s presentation.”

3. Describe any problems you encountered, any unexpected benefits you gained and lessons you learned during this project.

Participant registration was not as high as expected, and we believe it was due to the time scheduled for the lectures. Our hypothesis was that older adults are not used to driving in the evening and that lowered our expected attendance. Our experience at the Community Hospital of the Monterey Peninsula has shown that it takes time to get the community aware of the program. As we move into 2017, we will schedule the programs for the early afternoon to take advantage of transportation provided by local organizations.

Although we weren’t able to meet our goal of 500 participants, the participants have enjoyed being in a smaller group as they were able to have a group discussion on the different exercise programs they attend and upcoming health events. Many participants have also shown interested in joining the Stepping On program at Eden Medical Center.

4. Would you make any changes if you were to do this project again? Please explain.

The best source of marketing was the Eden Medical Center newsletter and we will use that channel in 2017. The calls we made to local community organizations was also effective in getting interest. Now with the relationship established, it will be easier to fax or email flyers for future programs. With afternoon programs, transportation will not be as much of a problem.

5. What are your plans for continuing this project in the future?

Eden Medical Center has approved the continuation of the Bone Health Lecture Series in 2017 - 4 times per year. We will continue the series with:

- Healthy Bones for Life™ featuring a physician
- Medications and Bone Health featuring a pharmacist

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- Nutrition for Bone Health featuring a Registered Dietician
- Exercises for Life featuring a Physical Therapist

6. Is there anything else you would like the Eden Health District to know about your project?

Given the disturbing number of seniors identified as at risk for fracture, we know our work is far from over. We are humbled by the lack of information that the public has access to, but are energized to continue educating and counseling older adults so that they can take the next steps to preserve their longevity, mobility and independence.

We would like to thank the Eden Township Healthcare District for your belief in this program. Your generous grant is helping to save hundreds of seniors from the debilitating consequences of osteoporosis.