

# Community Education Program on Bone Health – “Post-menopausal Women Walk Towards a Healthy Life”

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## Introduction

Osteoporosis is one of the most common and disabling illnesses affecting about one third of post-menopausal women. It is estimated that about 300,000 women in Hong Kong is currently suffering from the disease. With funding support from the Health Care and Promotion Fund, a two-year community education program named “Post-menopausal Women Walk Towards a Healthy Life” (2005-2007) was jointly organized by the Family Planning Association (FPAHK) and the Department of Orthopaedics and Traumatology, Chinese University of Hong Kong (CUHK).

## Purposes of the Project

1. To increase awareness of bone health with a view to prevent osteoporosis and the increased risk of bone fractures brought about by the disease;
2. To promote a positive attitude amongst women towards menopause by promoting a healthier life style with a calcium-rich diet and regular weight bearing exercise;
3. To train up women volunteers to help promote bone health in the community;
4. To reduce the number of osteoporosis amongst post-menopausal women.

## Materials and Methods

### 1. Capacity Building and Volunteers Training

Educational programs were conducted by healthcare professionals from the Prince of Wales Hospital (PWH) to members of the 7 Women's Clubs at FPAHK. Interested members were recruited and trained-up to be “Bone Health Ambassadors”.

### 2. Public Education

Public education programs ranging from fun-fair carnival, nutrition talks & workshops, recipes design competition and drama performances were organized jointly by FPAHK and CUHK to spread bone health messages in the community.

### 3. Sustainable Program - Bone Health Fitness Interest Groups

Bone Health Fitness Interest Groups were formed at each FPAHK Women's Clubs with the help of the “Bone Health Ambassadors” to promote the “Ten-Combo Exercise” in the community.

### 4. Resources Development and Distribution

Information leaflet, desktop calendar, high-calcium cookbook and educational DVD were produced and distributed.

## Results

- A team of 118-strong Bone Health Ambassadors were trained and formed in 2005.
- Six nutrition talks and workshops on calcium-rich diet were held in 2005.
- 2,300 desktop calendars with bone health tips and messages were produced and distributed in December 2005.
- A Hi-calcium Recipes Competition was organized in March 2006.
- 4,000 copies of DIY Hi-Calcium Recipes Cookbook were printed and distributed in 2006.
- A Bone Health Carnival was held on 12 August 2006.
- A drama “Every Bone Counts” was produced. Three performances were staged on 15 & 29 December 2007.
- Ten-combo Exercise was introduced to 30,000 people.
- 2,000 educational DVD are being produced and will be distributed.

## Conclusions

The collaboration between FPAHK, CUHK and PWH proves to be a successful synergy experience. While CUHK and the PWH provide strong medical resources backup to run the educational programs and train-up women volunteers, FPAHK offers a strong community network and human resources to help promote bone health messages to the public.