

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.