

# HER HEALTH FIRST

**2 MILLION  
CANADIANS**

are affected by osteoporosis.

In fact,

**OVER 80% OF  
ALL FRACTURES**

in people 50+ are caused by osteoporosis.



**1 IN 3 WOMEN**

will suffer a fragility fracture during their lifetime.

But only around

**1 IN 5  
INDIVIDUALS**

with bone fractures are diagnosed or treated for osteoporosis.



**A RECENT POLL OF 302 WOMEN  
IN CANADA FOUND THAT:**

**93%**

agree bones play a key role in being able to stay independent



**BUT**

**48%**

of those surveyed didn't discuss bone health with their doctor because it's not something they are concerned about



**43%**

had never had a bone density scan



**87%**

had never completed a fracture risk assessment



**30%**

have a family member or close friend with osteoporosis



**BUT ONLY**

**19%**

bring up health topics with female family members and friends



**HEALTHY  
HABITS  
CAN HELP  
STRENGTHEN  
BONES:**



Eat a balanced diet



Avoid smoking and limit drinking



Stay active



Talk to your healthcare provider about ways to check for fracture risk and bone density



**TO SEE WHAT YOU CAN DO  
TO HELP KEEP YOUR BONES  
STRONG AND FOR TIPS ON  
TALKING TO OTHER WOMEN  
IN YOUR LIFE, VISIT:**

**WWW.HERHEALTHFIRST.CA**

Her Health First is an educational campaign that will shed light on women's health issues – specifically those that are among the most pressing today including bone health, heart health and cancer. We want to provide women with health information and actionable tools so that every woman feels empowered to put her health first, and can encourage other women to do the same.

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