All over the world, osteoporosis causes more than 8.9 million fractures each year; it means a new fracture occurs every 3 seconds. And despite the successes in the diagnosis and treatment of osteoporosis, the number of fractures is constantly increasing. This situation requires the involvement of not only the medical community, but also the public. That is why the International Osteoporosis Foundation in 1997 started World Osteoporosis Day, which is celebrated annually on the 20-th of October.

In order to raise awareness about the prevention, diagnosis and treatment of osteoporosis, public events are held annually on this day in more than 90 countries of the world. In different years, the slogans of this event were: Osteoporosis awareness, Prevention of the first fracture, Nutrition for the prevention of osteoporosis, Signs and symptoms of vertebral fractures, 3 Steps to the prevention: calcium, vitamin D, and exercises.

This year, experts from the International Osteoporosis Foundation suggested to focus the attention on various aspects of the prevention of osteoporosis: the importance of a balanced nutrition, prevention of the risk of falls, the need to be examined for osteoporosis if there is a fracture, therefore this year’s slogan of the event is “Take action for bone health”.

To increase public awareness of the problem in 2021, the International Osteoporosis Foundation offered the grant «CREATE AWARENESS DRIVE ACTION REACH A GLOBAL AUDIENCE FOCUS ON THE BURDEN CHANGE PERCEPTIONS».

The winner of the competition was the Ukrainian Association of Osteoporosis (UAO), which was created in 1996, and since 1998 had joined the International Osteoporosis Foundation. All these years, UAO has taken various steps the aim of which was spreading of knowledges about osteo-
porosis among the medical community and patients about the problem, but all our actions have been done in offline format through live communication, which had been significantly decreased during last 2 years. That is why receiving the grant was a real victory for UAO and prompted to take a new step - to join the virtual world and go online.

Social networks pages were created in order to improve awareness of the problem and to provide informational support to our patients:

1. Facebook [https://www.facebook.com/osteoporosisassociation/](https://www.facebook.com/osteoporosisassociation/)
2. Instagram [https://www.instagram.com/osteoassociation](https://www.instagram.com/osteoassociation)
3. YouTube [https://www.youtube.com/channel/UCf0uCxNwMQ_A09AAa5Gy0w?app=desktop](https://www.youtube.com/channel/UCf0uCxNwMQ_A09AAa5Gy0w?app=desktop)

The Ukrainian Association of Osteoporosis disseminated the information on these pages about osteoporosis, its relevance, danger, diagnosis, prevention and treatment every day during October, and then twice a week. Relevant topics had been highlighted: "Everyone has their own story with osteoporosis, but everyone has a difficult and sad one", "Osteoporosis is a disease, not a sign of aging", "How is osteoporosis treated today?", "Why is osteoporosis called a "silent" epidemic?", "Osteoporosis, who is at a risk zone?", "Estimate your risks", "Is it possible to avoid a fracture in osteoporosis?", "Densitometry is the gold standard in the diagnosis of osteoporosis", "Does taking hormone replacement therapy prevent osteoporosis?", "Sudden back pain in the elderly people is a reason to be examined for osteoporosis", "Why is it important to take vitamin D and how much sun do you need?"

In October, the Ukrainian Association conducted a large-scale campaign for the enhancement of the public’s awareness of osteoporosis. Specialists from different regions of Ukraine, doctors, scientists, teachers and students of medical institutions joined the event. Within the framework of the educational company, public and scientific events, webinars and educational initiatives were held, 5 television programs were filmed on the local TV channels, as well as an interview for the newspaper "Fakty" with the head of the department Professor N. V. Grygorieva had been recorded, joint meetings with the student scientific societies of National Medical University named after O. O. Bogomolets and Taras Shevchenko Kyiv National University were held, and as a result, 2 informative videos about osteoporosis had been created.

In 8 medical centers of Ukraine (in Kyiv, Kharkiv, Lviv, Vinnytsia and Uzhgorod) locations for the screening of osteoporosis had been organized with the distribution of illustrative and informative materials regarding the patient’s further route.

Information about the problem was actively highlighted in social networks, in total of 44 events. All conducted events had been registered on the map of the International Osteoporosis Foundation (https://www.worldosteoporosisday.org/events).

The activity of the Ukrainian Association of Osteoporosis was highly appreciated by the International Osteoporosis Foundation, as a result of which the State Institution "D.F. Chebotarev Institute of Gerontology of the National Academy of Sciences of Ukraine" appeared on the IOF maps as an institution of the best practice.

A.S. Musienko, PhD, secretary of the Ukrainian Osteoporosis Association, Researcher of the Department of Clinical Physiology and pathologies of the musculoskeletal system, Dmitry F. Chebotarev Institute of Gerontology of the National Academy of Medical Sciences of Ukraine