



15 October 2014

A bone breaks every 3.6 minutes!

Aussies need calcium + vitamin D + exercise for healthy bones

New research released today by the Australian Self Medication Industry showing complementary medicines contribute to health outcomes and save the health system, government and taxpayers is welcome news.

Osteoporosis CEO, Gail Morgan, said today “Complementary medicines such as calcium supplements and Vitamin D are important for people suffering with osteoporosis and low bone density. It’s not surprising then that ASMIs report shows reduced health costs and outcomes for patients from the use of these medicines.

“Over 1.2 million Australians suffer daily with osteoporosis and over 6 million Australians have poor bone health. Shockingly, less than half of all Australian adults get their daily recommended intake of calcium. Calcium is essential for bone strength.

“The finding in ASMIs report that 71% of calcium users take it for bone health shows the importance of access to this complementary medicine in Australia.

“Despite living in a sunburnt country, vitamin D deficiency is common. Over 30% of Aussies have a mild, moderate or even severe deficiency. Our indoor lifestyles are restricting our sun smart activity, and if we can’t enjoy the outdoors, access to Vitamin D medicines can help.

“In Australia a bone breaks every 3.6 minutes. This simply isn’t good enough. Calcium + vitamin D + exercise are essential.

“Our latest burden of disease report released last year estimates the costs of poor bone health and related fractures in Australians over 50 years of age was \$2.75 billion in 2012. Over the next 10 years, the total direct and indirect costs to government and taxpayers will be \$33.6 billion.

“We have to continue to work to prevent broken bones in Australia and stop costing us all. If you have poor bone health, ask your GP or pharmacist today about what action you need to take”.

World Osteoporosis Day: 20 October 2014

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www.osteoporosis.org.au

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