

# BREAKING THE SILENCE

YEAR 5

In 2026, our 40th anniversary year, we'll turn political promises into real action for people with osteoporosis – action that changes and saves lives. We'll drive a revolution in bone health awareness and prevention through The Great British Bone Check. And as thousands more people are diagnosed and come to us for support, we'll launch a new website and AI-powered tools to serve more people than ever, so no-one is left without the help they need.

## INFLUENCING CARE

**1** We'll help people get diagnosed earlier by pushing for action plans from all four UK governments to roll-out high-quality Fracture Liaison Services to every area by 2030. We'll also help existing services improve, so that **at least 7% more people at risk of further broken bones get the treatment they need.**

**2** We'll help people get diagnosed earlier by carrying out vital research to **build the world's first screening programme** to identify people at high risk of breaking bones. Our All-Party Parliamentary Group will conduct an Inquiry to find the most innovative approaches to preventing the first broken bone.

## SUPPORT / EQUITY

**3** We'll make it easier for people with osteoporosis and the professionals caring for them to find clear, trustworthy information they can rely on. **We'll achieve the PIF TICK quality mark** so everyone knows our information meets the highest standards. And we'll work with people from under-served communities to create new content shaped by their experiences.

**4** **We'll support people with osteoporosis more than 4 million times through our services.** To meet rising demand, we'll launch a brand new website with new digital services including a chatbot, automatic translation and a new programme of live online events. This will make it easier for people to get help in ways that suit them, while ensuring our nurse led Helpline is there for those who need us most.

## SUPPORT / EQUITY

**5** We'll help 15,000 people get the best out of their medicines through **BoneMed Online**. We'll also help people connect with others who share similar experiences by launching a new online Forum and expanding our Men's and Young People's Networks.

## PREVENTION

**6** We'll enable 100,000 more people to check their risk of breaking bones, giving them the trusted information they need to keep their bones strong. We'll work with three new household name brands to take The Great British Bone Check to every corner of the country.