

Substantiation of campaign figures and methodology

This document sets out the evidence and calculations underpinning the key figures used in our advertising campaign, including deaths, fractures since the election, and the number of commitments made.

It provides a clear breakdown of sources and methodology, including outputs from the benefits tool, to support timely substantiation for TfL approval.

2,000 Preventable deaths

Hip fractures

Fracture Liaison Services (FLS) are specialist, systematic services that identify, assess and treat people following a fragility fracture to prevent further fractures.

FLS take time to reach full maturity. Their impact grows year on year as more patients are identified and started on treatment, while those already on treatment continue to benefit. As a result, the clinical and economic benefits are lowest in year one and increase steadily, reaching full effect after around five years.

Currently in England, 51% of NHS Trusts provide an FLS, while 49% do not.¹ Using our independently verified cost benefit calculator, which has been used by the Department of Health and Social Care for planning purposes, we have estimated the benefits of closing this gap in provision (i.e. the benefits of providing FLS in the remaining part of the country without it, the full readout for this benefits calculation can be found in *Appendix 1*). These estimates are set out in Table 1.

Table 1. Hip fractures prevented by closing this gap in provision , by year

Year	Hip fractures prevented
Year 1	1,858
Year 2	3,194
Year 3	4,575
Year 4	5,459
Year 5	6,043

¹ All-Party Parliamentary Group on Osteoporosis and Bone Health. How to end the postcode lottery for access to a quality fracture liaison service [Internet]. London: Royal Osteoporosis Society; 2021 [cited 2026 Apr 10]. Available from: <https://strwebprdmedia.blob.core.windows.net/media/31tbj2dt/appg-on-osteoporosis-and-bone-health-fls-inquiry-inquiry-report-2021.pdf>

At full maturity, filling current gaps in provision would prevent **6,043 hip fractures per year**.

However, this estimate assumes that existing FLS are already operating at the international benchmark standard of 80% case identification, 50% treatment initiation among those identified, and 80% adherence at follow-up.

In practice, current performance falls well short of this standard. In 2024, FLS in England identified 81,377 patients, according to the sector audit, the Royal College of Physicians' FLS Database (FLS-DB).² The 'rule of five' (Rx5) is a widely used method to estimate the total number of fragility fractures an FLS should expect to capture. It is calculated by multiplying the number of hip fractures recorded in the National Hip Fracture Database (NHFD) over the previous 12 months by five.³

In 2024, English hospitals reported 65,133 hip fractures to the NHFD, implying an Rx5 of 325,665 fragility fractures.⁴ Current identification therefore falls short by approximately 179,000 patients, meaning only around 25% of the caseload is being captured.

Existing services face similar gaps in treatment initiation and long-term adherence, further limiting the overall effectiveness of the system.

Our modelling therefore also estimates the impact of a fully mature, high-quality FLS system across the whole of England. At clinical standard, the total benefit of universal FLS provision would be to prevent **8,826 hip fractures per year** once maturity was reached. These estimates are shown in Table 2 (the full readout for this calculation is available in Appendix 2).

Table 2. Total hip fractures prevented by universal FLS provision, by year

Year	Hip fractures prevented
Year 1	2,714
Year 2	4,665
Year 3	6,681
Year 4	7,973
Year 5	8,826

Evidence from the REDUCE Study Group indicates that 28.2% of hip fracture patients die within one year of their fracture.⁵ Applying this to the prevention figures above, we estimate

² Falls and Fragility Fracture Audit Programme (FFFAP). FLS reporting benchmarks 2024 [Internet]. London: Royal College of Physicians; 2024 [cited 2026 Apr 10]. Available from:

<https://www.fffap.org.uk/FLS/charts.nsf/benchmarks?readform&yr=2024&vw=&org1=>

³ Falls and Fragility Fracture Audit Programme (FFFAP). FLS-DB KPI calculations [Internet]. London: Royal College of Physicians; [cited 2026 Apr 10]. Available from:

[https://fffap.org.uk/fls/flsweb.nsf/docs/DownloadFiles/\\$File/KPI%20calculations.pdf?openelement](https://fffap.org.uk/fls/flsweb.nsf/docs/DownloadFiles/$File/KPI%20calculations.pdf?openelement)

⁴ Royal College of Physicians. Room for improvement: hip fracture care in 2024. National Hip Fracture Database annual report 2025 [Internet]. London: Royal College of Physicians; 2025 [cited 2026 Apr 10]. Available from:

[https://www.nhfd.co.uk/FFFAP/Reports.nsf/0/E1561AB6A7B0876A80258D01002CD423/\\$file/NHFD_2025_Annual_Report.pdf](https://www.nhfd.co.uk/FFFAP/Reports.nsf/0/E1561AB6A7B0876A80258D01002CD423/$file/NHFD_2025_Annual_Report.pdf)

⁵ Baji P, Patel R, Judge A, Johansen A, Griffin J, Chesser T, Griffin XL, Javaid MK, Barbosa EC, Ben-Shlomo Y, Marques EMR, Gregson CL; REDUCE Study Group. Organisational factors associated with hospital costs and patient mortality

that universal FLS could prevent **between 1,704 and 2,489 deaths each year through the prevention of hip fractures alone.**

Other fracture sites

Once mature, our calculator estimates that between 2,007 and 2,931 clinical vertebral fractures could be prevented each year.

Evidence on mortality following clinical vertebral fractures is more variable than for hip fractures but consistently demonstrates an elevated risk of death. Large cohort and registry analyses suggest that one-year mortality following vertebral fracture is typically around 10% in routine populations. For example, comparative analyses of fragility fractures report one-year mortality of approximately 11% for vertebral fracture patients, compared to 32% for hip fracture patients.⁶ Similarly, registry-based studies report one-year mortality of around 10% following non-traumatic vertebral fractures.⁷

Higher mortality rates are reported in some studies, particularly in older or more clinically complex populations, with estimates exceeding 20% in certain cohorts.⁸ However, these figures are not necessarily representative of the general vertebral fracture population.

On this basis, a 10% one-year mortality assumption represents a conservative estimate for modelling purposes.

Between 201 and 293 further deaths each year could be prevented through the prevention of clinical vertebral fractures.

in the 365 days following hip fracture in England and Wales (REDUCE): a record-linkage cohort study. *Lancet Healthy Longev.* 2023 Aug;4(8):e386-e398. doi: 10.1016/S2666-7568(23)00086-7.

⁶ Center JR, Bliuc D, Nguyen TV, Eisman JA. Risk of subsequent fracture and mortality after low-trauma fracture. *JAMA.* 2007;297(4):387–394.

⁷ Bliuc D, Nguyen ND, Milch VE, Nguyen TV, Eisman JA, Center JR. Mortality risk associated with low-trauma osteoporotic fracture and subsequent fracture. *JAMA.* 2009;301(5):513–521.

⁸ Lau E, Ong K, Kurtz S, Schmier J, Edidin A. Mortality following the diagnosis of a vertebral compression fracture in the Medicare population. *J Bone Joint Surg Am.* 2008;90(7):1479–1486.

17,000 fractures since the election

There are several ways to estimate this figure. Using the Rx5 estimate referenced above, 325,665 fragility fractures occur annually. Over the 644 days since the last election (1.76 years), this implies that up to 574,597 fragility fractures have occurred during this period.

However, our headline figure of 17,000 is intended to reflect preventable fragility fractures through FLS, rather than total incidence. To estimate this, we have used our cost benefit tool. This models that, FLS would prevent an average of 10,059 fractures per year across all fracture sites over a five-year period.

Applying this rate to the period since the election suggests that at least 17,747 preventable fragility fractures have occurred. This is a conservative estimate. It does not account for the current underperformance of existing FLS or the time required for services to reach full maturity, both of which mean the true number of preventable fractures is likely higher.

Government commitments to universal FLS

#	Date	Platform	Speaker/author	Quote	Source
1	24 September 2024	Labour Conference	Wes Streeting	You persuaded us as opposition. We've made the promise, and now we will keep the promise.	theros.org.uk
2	19 January 2025	Sunday Express	DHSC spokesperson	That is why we have committed to ending the postcode lottery for fracture liaison services	www.express.co.uk
3	29 January 2025	Written question	Andrew Gwynne	The Government is committed to ending the postcode lottery for access to FLS.	questions-statements.parliament.uk
4	30 January 2025	Written question	Andrew Gwynne	The Government is committed to ending the postcode lottery for access to Fracture Liaison Services	questions-statements.parliament.uk
5	01 February 2025	Mail on Sunday	DHSC spokesperson	We remain committed to rolling out fracture liaison services across every part of the country by 2030	www.dailymail.co.uk
6	02 February 2025	Sunday Express	DHSC spokesperson	We remain committed to rolling out FLS across every part of the country by 2030	www.express.co.uk
7	04 February 2025	Written question	Baroness Merron	My Rt Hon. Friend, the Secretary of State for Health and Social Care is committed to rolling out fracture liaison services across every part of the country by 2030.	questions-statements.parliament.uk
8	04 February 2025	Written question	Andrew Gwynne	My Rt Hon. Friend, the Secretary of State for Health and Social Care is committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
9	04 February 2025	Written question	Andrew Gwynne	My Rt Hon. Friend, the Secretary of State for Health and Social Care is committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
10	04 February 2025	Written question	Andrew Gwynne	My Rt Hon. Friend, the Secretary of State for Health and Social Care is committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
11	04 February 2025	Written question	Andrew Gwynne	My Rt Hon. Friend, the Secretary of State for Health and Social Care is committed to rolling out fracture liaison services across every part of the country by 2030.	questions-statements.parliament.uk
12	04 February 2025	Written question	Andrew Gwynne	My Rt Hon. Friend, the Secretary of State for Health and Social Care is committed to rolling out fracture liaison services across every part of the country by 2030	questions-statements.parliament.uk
13	07 February 2025	Written question	Andrew Gwynne	We remain committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
14	11 February 2025	Oral question	Wes Streeting	The Government are committed to rolling out fracture liaison services across every part of the country by 2030. I promised that before the election, and that is what we are delivering.	hansard.parliament.uk

15	12 February 2025	Written question	Ashley Dalton	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
16	12 February 2025	Written question	Ashley Dalton	This government is committed to ending the postcode lottery for access to these important preventative services	questions-statements.parliament.uk
17	12 February 2025	Written question	Baroness Merron	We remain committed to rolling out Fracture Liaison Services (FLS) across every part of the country by 2030.	questions-statements.parliament.uk
18	13 February 2025	Written question	Andrew Gwynne	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
19	13 February 2025	Written question	Ashley Dalton	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
20	14 February 2025	Written question	Ashley Dalton	The Government is committed to ending the postcode lottery for access to these important preventative services	questions-statements.parliament.uk
21	14 February 2025	Written question	Ashley Dalton	The Government is committed to ending the postcode lottery for access to these important preventative services	questions-statements.parliament.uk
22	20 February 2025	Written question	Ashley Dalton	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
23	20 February 2025	Written question	Ashley Dalton	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
24	28 February 2025	Written question	Baroness Merron	We remain committed to rolling out fracture liaison services across every part of the country by 2030.	questions-statements.parliament.uk
25	02 March 2025	Sunday Express	DHSC spokesperson	...our continued commitment to rolling out Fracture Liaison Services across every part of the country by 2030.	www.express.co.uk
26	09 March 2025	Mail on Sunday	DHSC spokesperson	...by 2030, fracture liaison services will be in place nationwide	www.dailymail.co.uk
27	06 April 2025	Sunday Express	DHSC spokesperson	By 2030, FLS will be in place nationwide	www.pressreader.com
28	08 April 2025	Written question	Ashley Dalton	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
29	09 April 2025	Written question	Ashley Dalton	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
30	09 April 2025	Written question	Ashley Dalton	We remain committed to rolling out FLS across every part of the country by 2030.	questions-statements.parliament.uk
31	08 June 2025	Sunday Express	DHSC spokesperson	We remain committed to rolling out FLS by 2030	www.express.co.uk
32	26 June 2025	Oral question	Baroness Meroon	We certainly appreciate their value and the need to make that kind of provision available across the country.	hansard.parliament.uk
33	03 July 2025	Oral question	Wes Streeting	That is why we want to see them rolled out across the country.	hansard.parliament.uk
34	06 July 2025	Sunday Express	Wes Streeting	Our 10 Year Health Plan committed to ending the postcode lottery and rolling	www.express.co.uk

				out fracture liaison services up and down the country by 2030	
35	14 July 2025	Written question	Karin Smyth	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
36	15 July 2025	Written question	Karin Smyth	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030	questions-statements.parliament.uk
37	15 July 2025	Written question	Karin Smyth	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
38	20 July 2025	Sunday Express	Karin Smyth	[We] published the 10-Year Health Plan which committed to rolling out fracture liaison services across England by 2030	www.pressreader.com
39	21 July 2025	Written question	Karin Smyth	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
40	21 July 2025	Written question	Baroness Merron	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
41	05 August 2025	Written question	Baroness Merron	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
42	12 August 2025	Written question	Karin Smyth	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
43	05 September 2025	Written question	Ashley Dalton	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
44	05 September 2025	Written question	Ashley Dalton	Our 10 Year Health Plan is committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
45	07 September 2025	Mail on Sunday	DHSC spokesperson	We remain committed to rolling out fracture liaison services across every part of the country by 2030	www.dailymail.co.uk
46	07 September 2025	Sunday Express	DHSC spokesperson	We remain committed to rolling out fracture liaison services across every part of the country by 2030	www.pressreader.com
47	11 September 2025	Written question	Ashley Dalton	Our 10-Year Health Plan is committed to rolling out fracture liaison services across every part of the country by 2030.	questions-statements.parliament.uk
48	29 September 2025	Labour Conference	Wes Streeting	I absolutely get that, which is why we're absolutely committed to the roll-out. We want to work with you guys to build the plan that we need.	www.express.co.uk
49	13 October 2025	Written question	Ashley Dalton	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
50	13 October 2025	Written question	Ashley Dalton	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk

51	13 October 2025	Written question	Ashley Dalton	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
52	13 October 2025	Written question	Ashley Dalton	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
53	13 October 2025	Written question	Ashley Dalton	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
54	16 October 2025	Oral question	Baroness Blake	We are committed to rolling out fracture liaison services to every part of the country by 2030	hansard.parliament.uk
55	24 October 2025	Written question	Ashley Dalton	I refer the Hon. Member to the answer I gave to the Hon. Member for Stockton West on 13 October 2025 to Question 77186.	questions-statements.parliament.uk
56	05 November 2025	Written question	Ashley Dalton	In July, we published the 10-Year Health Plan, which committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
57	14 November 2025	Written question	Baroness Merron	Our 10-Year Health Plan committed to rolling out fracture liaison services across every part of the country by 2030.	questions-statements.parliament.uk
58	22 November 2025	Sunday Express	DHSC spokesperson	We will roll out fracture liaison services across every part of the country by 2030	www.express.co.uk
59	26 November 2025	Written question	Ashley Dalton	Our 10-Year Health Plan committed to rolling out fracture liaison services across every part of the country by 2030.	questions-statements.parliament.uk
60	20 January 2026	Written question	Karin Smyth	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
61	30 March 2026	Written question	Karin Smyth	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
62	30 March 2026	Written question	Sharon Hodgson	Our 10-Year Health Plan committed to rolling out fracture liaison services across every part of the country by 2030.	questions-statements.parliament.uk
63	31 March 2026	Written question	Sharon Hodgson	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
64	7 April 2026	Written question	Sharon Hodgson	Our 10-Year Health Plan committed to rolling out Fracture Liaison Services across every part of the country by 2030.	questions-statements.parliament.uk
65	15 March 2026	Sunday Express	DHSC spokesperson	The Government is committed to rolling out fracture liaison services by 2030, as set out in our 10-year health plan.	www.express.co.uk
66	22 March 2026	Sunday Express	DHSC spokesperson	The Government is committed to rolling out fracture liaison services by 2030, as set out in our 10 Year Health Plan.	www.express.co.uk

67	22 March 2026	Mail on Sunday	DHSC spokesperson	The Government is committed to rolling out fracture liaison services by 2030, as set out in our Ten Year Health Plan	www.dailymail.co.uk
68	24 March 2026	GB News	DHSC spokesperson	The Government is committed to rolling out fracture liaison services by 2030, as set out in our Ten Year Health Plan	On screen